



BC & ALBERTA GUIDE DOGS

GUIDE DOGS • AUTISM SUPPORT DOGS

www.bcandalbertaguidedogs.com

Manager, Communications & Marketing – Delta, BC (Ladner) Maternity Leave, Contract Full-time

BC & Alberta Guide Dogs is a registered charity with offices in Delta, BC, Victoria, BC and Calgary, AB. The organization breeds, raises and professionally trains Guide Dogs for blind/visually-impaired individuals, and Autism Support Dogs for children aged 3-10 and their families living with moderate to profound autism. It takes two years and upwards of \$35,000 to produce one certified dog, provided free of charge to the recipient. The charity was founded in 1996, launching its Autism Support Dogs division in 2008, and relies on the generosity of donors and volunteers to serve families living in British Columbia and Alberta.

We are seeking a dedicated and creative *Communications & Marketing Manager* for our Delta office, with **strong writing skills, intermediate graphic design capabilities** and **savvy technical abilities**. You must have sound knowledge of marketing theory and practice coupled with effective project management, organization, multi-tasking, time management and strong interpersonal skills.

Position Summary

This full-time position combines the specialties of marketing, communication, graphic design and media relations.

Reporting to the CEO, the responsibilities of the Communications & Marketing Manager include, but are not limited to:

1. Developing the annual Communications & Marketing plan and strategies.
2. Writing promotional copy, creating marketing materials, signage, and ensuring brand management to support all areas of the organization for the Lower Mainland, Victoria, and Calgary offices.
3. Writing, editing, and designing the bi-annual newsletter (using an existing template), annual report, and monthly e-newsletters.
4. Liaising with media to secure coverage and increased public awareness of our organizations. Acting as spokesperson and/or preparing briefings for interviews.
5. Maintaining and updating websites using Wordpress, including a blog, and our donation portals Etapestry and CanadaHelps as well as providing support to database management.
6. Maintaining a vibrant social media presence via Facebook, Twitter, LinkedIn Instagram and Youtube.

BC Head Office (Vancouver Area)
7061 Ladner Trunk Road
Delta, BC V4K 3N3
Phone: 604.940.4504
Toll-free (Canada): 1.877.940.4504
Fax: 604.940.4506

Alberta
Unit 102, 4-14th Street NW
Calgary, AB T2N 1Z4
Phone: 403.258.0819
Toll-free (Alberta): 1.877.258.0819

BC Vancouver Island
1027 Pandora Avenue
Victoria, BC V8V 3P6
Phone: 250.413.3095



7. Developing community outreach opportunities, including event coordination and presentations as well as providing support to special events including in-house and third party events.

Qualifications & Skills

- Degree or diploma in Marketing, Communications, Business Administration or Journalism.
- Minimum three to five years marketing experience with communications, graphic design and event coordination.
- Familiar with all phases of production of material for print and electronic media.
- Proficient in Microsoft Office (including running mail merges), InDesign, Photoshop and Illustrator
- Able to work independently with a variable workflow while maintaining appropriate priorities and executing timely deliverables.
- Experience working in a Mac environment an asset
- Experience with Etapestry or other donor database is an asset
- Experience with Constant Contact or other email marketing program is an asset
- Previous experience with a non-profit is an asset

We offer a competitive remuneration and benefits package for the right candidate.

How to Apply

This is a full-time, in-house, maternity leave contract position with competitive remuneration and benefits.

If you are a team player who is flexible and adaptable and possess the experience, skills and education outlined above, please email your cover letter and resume by Monday, November 6, 2017 to:

Ashli Owen, Manager, Communications & Marketing
BC & Alberta Guide Dogs
Email: ashli.owen@bcguidedog.com

We thank all applicants, however, only those selected for interview will be contacted. No phone calls please. The position will begin on or around Monday, December 4, 2017.