



BC & ALBERTA GUIDE DOGS

GUIDE DOGS • AUTISM SERVICE DOGS • OSI-PTSD SERVICE DOGS

bcandalbertaguidedogs.com

Since 1996

Job Posting: Marketing & Communications Coordinator

Location: Delta, BC

Position Type: Full-Time, On-Site

Background

BC & Alberta Guide Dogs is a registered charity that provides professionally trained Guide Dogs to blind/visually impaired individuals, Autism Service Dogs to children with autism, and OSI-PTSD Service Dogs to Veterans & First Responders in BC & Alberta.

Position Summary

We are looking for a creative self-starter who is passionate about storytelling, design, and media relations. In this role, you will support the Marketing and Design Manager by creating compelling content, strengthening our brand, and amplifying our voice across traditional and digital channels. Your work will directly advance our mission and help change lives.

Key Responsibilities

Marketing, Design, and Digital

- Social Media: Plan, create, schedule, and monitor content that grows our reach and engagement.
- Website: Update and maintain content on our WordPress site and recommend improvements for usability and SEO.
- Email Marketing: Draft and distribute the monthly Pawprints e-news and targeted campaign emails in Constant Contact.
- Campaign Support: Write persuasive copy and design assets for fundraising campaigns and events such as Giving Tuesday, Ties & Tails Gala, and Ducks for Dogs.
- Graphic Design: Produce print and digital collateral using Adobe Photoshop, Illustrator, InDesign, and Acrobat.
- Video & Photo: Capture and edit short-form videos and photos for social and web use.

BC HEAD OFFICE

7061 Ladner Trunk Road
Delta, BC V4K 3N3
Tel: 604.940.4504
Fax: 604.940.4506
Toll-free (Canada): 1.877.940.4504

ALBERTA OFFICE

11 – 6115 4th Street SE
Calgary, AB T2H 2H9
Tel: 403.258.0819
Toll-free (Alberta): 1.877.258.0819

OSI-PTSD SERVICE DOGS

Office: Rms 9-10
744 Primrose Street
Qualicum Beach, BC
Tel: 250.909.0090
Mail: BC Head Office



CANADIAN
ASSOCIATION
OF GUIDE &
ASSISTANCE
DOG SCHOOLS



Legal Title: British Columbia Guide Dog Services
Registered Charity Number: 89131 1763 RR0001

Media Relations

- Build and maintain a current local, regional, and national media contacts database.
- Pitch story ideas highlighting our dogs, clients, volunteers, and events to print, broadcast, and online outlets.
- Draft and distribute media advisories, press releases, and backgrounders.
- Invite and host media at events; coordinate interviews, photo opportunities, and on-site logistics.
- Prepare spokespeople with key messages, briefing notes, and media training resources.
- Monitor coverage, track key metrics, and prepare post-event or campaign wrap-up reports.
- Respond to media inquiries in a timely, professional manner and support crisis communications when needed.

Collaboration

- Work closely with the Marketing team and Fundraising team to ensure consistent messaging.
- Connect with volunteer Puppy Raisers, clients, and partners to gather stories, photos, and testimonials.
- Assist with other duties as assigned by the Marketing & Design Manager.

Qualifications

- Diploma or degree in marketing, communications, journalism, public relations, or graphic design.
- 1-3 years of professional experience in marketing, communications, media relations, or design.
- Proven success in pitching stories and securing media coverage.
- Strong writing and editing skills with knowledge of Canadian Press style.
- Hands-on experience managing social channels (Facebook, Instagram, TikTok, LinkedIn).
- Proficiency with Adobe Creative Suite and basic video editing software.
- Familiarity with email marketing platforms, WordPress, and basic SEO principles.
- Excellent organizational skills and attention to detail while juggling multiple deadlines.
- Ability to work independently and collaboratively, demonstrating tact and discretion.
- A valid driver's licence and access to reliable transportation are assets.

Nice to Have

- Experience in the non-profit sector.
- Knowledge of accessibility guidelines and inclusive communications.
- Photography or motion graphics skills.

Key Skills:

- Strong writing and proofreading skills.
- Creative, imaginative, and innovative approach to content creation.
- Excellent interpersonal and communication skills, both written and verbal.
- Strong process orientation and exceptional attention to detail.
- Ability to work independently and collaboratively within a team.
- Highly organized and capable of managing a variable workflow while meeting deadlines.
- Demonstrated discretion in handling confidential and sensitive matters.

What We're Looking For:

At BC & Alberta Guide Dogs, we pride ourselves on fostering a supportive, mission-driven workplace where team members are empowered to make a meaningful impact.

- A positive, self-motivated individual who takes initiative.
- Someone who thrives in a fast-paced, deadline-driven environment.
- A team player who can build effective relationships within the organization.
- A candidate who is passionate about making a difference through their work.

What We Offer:

- \$55,000 - \$65,000, based on experience and qualifications.
- 4 weeks' vacation plus Christmas Eve, Easter Monday & your birthday off.
- A comprehensive benefits package includes coverage for health, drugs, vision, and dental care.

- A mission-driven, supportive workplace where your creativity makes a tangible impact.
- Opportunities for professional development and training.
- An office culture that values initiative, collaboration, and a good sense of humour.

How to Apply:

If this opportunity excites you, please send your resume, cover letter, and portfolio showcasing relevant work (e.g., design samples, writing clips, media placements, social media content, or marketing campaigns) to assistant@bcandalbertaguidedogs.com with "Marketing & Communications Coordinator" in the subject line. Applications will be reviewed on a rolling basis, so apply early to ensure consideration.

Join us in making a meaningful impact through your creativity and skills. We look forward to welcoming the newest member of our team!