



Job Description

Position: **Marketing & Communications Coordinator**

Part-time: 21 hours

Salary: \$26.00/hour

Effective Date: May 9, 2019

Application Submission Deadline: May 31, 2019

Job Purpose

Pacific Immigrant Resources Society (PIRS) is a community-based, non-profit organization serving immigrant and refugee women and their young children since 1975.

Modernization and standardization of PIRS' image is currently under development. We are recruiting a Marketing & Communications Coordinator to not only increase public narratives, strengthen community engagement and raise awareness of PIRS programs and initiatives, but also bring leadership as we implement new branding best practices.

Reporting Relationships

The Marketing & Communications Coordinator will work in cooperation with the PIRS team to develop and manage strategic projects and other initiatives that further PIRS' external and internal communication goals. The right candidate will take lead on the finalization and distribution of approved marketing collateral and communication material following approval by the Executive Director or Operations Manager.

Duties and Responsibilities

- Follow and implement communications and media trends within the settlement sector
- Create marketing strategies (public relations/community engagement campaigns) to promote PIRS' mission and its community programs/events/activities
- Create communication strategies to maintain relations with stakeholders, funders, and partners
- Maintain and update, as necessary, online marketing (social media, website, blogs and advertising), internal and external e-communications, and all other marketing collateral
- Develop original content for all communication channels (Facebook, Twitter, YouTube, LinkedIn, website, Slack, e-newsletter, press releases, etc.)
- Manage print orders, social media, communication and other marketing task deadlines
- Coordinate with PIRS' team (schedule meetings as needed) to collect marketing/communication ideas and manage distribution of promotional material
- Standardize design for all marketing outlets and help develop marketing and communication policies and best practices
- Help develop metrics and a calendar of activities to measure progress and results
- Help train staff with social media use, public relations and other communication practices
- Recommend and support with revenue generating and fundraising activities and campaigns
- Assist with special event coordination



PACIFIC IMMIGRANT RESOURCES SOCIETY

1874 Kingsway, Vancouver BC V5N 2S7

Tel: 604-298-5888 | Fax: 604-298-7115

info@pirs.bc.ca | www.pirs.bc.ca

Qualifications

- College degree in Marketing, Communications, Public Relations, Business Administration or similar field preferred with/or a proven track record of successfully managing social media, website (wordpress), and other marketing projects
- Proficient technical skills in content creation, writing, editing, and use of various software (Hootsuite, Google Analytics, MailChimp, Wordpress, LimeSurvey, Eventbrite, etc.)
- Ability to pitch ideas and communicate effectively with diverse audiences (staff, media, stakeholders, partners, donors/funders, volunteers and other important community groups/workers)
- Experience with best practices in branding-building, media and public relations
- Diligent with interpreting policies, guidelines and when to seek support (willing to ask questions when a task is not fully clear)
- Ability to anticipate, identify, organize and analyze growth opportunities and support brand policy development
- Ability to prioritize, manage deadlines, set and meet targets, with minimal guidance
- Ability to handle multiple projects and complex tasks simultaneously
- Exercises good judgment, decision making, problem-solving, and organizational skills
- Detail-oriented, goal-oriented, results-driven, collaborative, resourceful and diplomatic
- Video production and graphic design skills is an asset
- Ability to travel as needed to meet the demands of the job description
- Passion for inclusivity and diversity, and interest in being part of a multicultural team
- A passion for PIRS' mission and vision

Working Conditions

- Work from home with weekly management meetings (virtual or at main office)
- High volume of public and staff contact (for research and collaborative assignments)
- May need to work evenings and weekends as needed to meet deadlines
- Travel throughout lower mainland to attend meetings
- Many staff and clients have low digital literacy skills, consideration of this is key

Application Details

This position requires a criminal background check.

Please send resume and cover letter outlining relevant experience to:

Pacific Immigrant Resources Society

1874 Kingsway, Vancouver, BC V5N 2S7

Attention to: Operations Manager, Naiely Cabrera, ncabrera@pirs.bc.ca

Email Subject: [Your Full Name]_Marketing & Communications Coordinator Applicant

DEADLINE FOR APPLICATIONS: May 31, 2019

We thank everyone for their interest. Only those shortlisted will be contacted.



With respect, diversity, and collaboration at the core of PIRS, we are an organization that knows the value of talented people. A career with us is an opportunity to be part of a team that is focused on supporting and creating inclusive environments and developing skills in those we serve. You can expect a competitive salary, flexibility and challenging work. We recognize the importance of a diverse workforce and encourage applications from First Nations peoples, women, LGBTQ-identified people, people of colour, and people with disabilities.

