

Marketing and Communication Coordinator

Horse Council British Columbia is a member service organization that collaborates with business, industry and government on behalf of equine welfare, sports, recreation and the individual rider/driver.

Our Ideal Candidate

As the Marketing and Communications Coordinator, you are responsible for the overall development and maintenance of sponsorships and communications with members through digital and print means. Membership growth, revenue diversification and event management are additional key responsibilities of your job. You work with staff and volunteers to promote a variety of Horse Council programs and events and are able to work independently and efficiently with minimal supervision and limited resources. You are a creative force and have the ability to see the bigger picture, while still being detail oriented. You are a key part of the HCBC team and coordinate communications and marketing initiatives with all departments. You have a strong background in communications and are willing to take the lead on new projects and see them through to completion. Reporting to the Executive Director and in collaboration with staff and volunteers you have the skill set to manage timeline, budgets, and priorities effectively.

This is a fulltime position in the Aldergrove office, salary range depending on experience.

Key Values: Responsibility, respectful, positive, creative, accountable and competent

Key Responsibilities:

1. Communications and Public Relations

- Develop and implement a communication strategy that will support the organization's mission and goals and further build the reputation and advance the strategic priorities
- The overall strategy should include social media, supported by media relations, to increase awareness of HCBC and its key initiatives including all sports and recreation programs, industry and welfare initiatives
- Build and maintain strong relationships with relevant media across all mediums and continue to build HCBC's position as a trusted contributor on relevant issues
- Produce editorial products (Annual Report, newsletters, Equine Lifestyles Magazine etc.) including the writing, design, photography, editing, production and printing and coordinate content from other staff
- Analyze media coverage and share with key internal stakeholders and stay abreast of market trends, opportunities, and activities

2. Brand Stewardship

- Ensure that effective communications tools, processes and procedures are in place to successfully articulate key messages to all stakeholder groups and enable the organization to speak with one voice

3. Digital Media

- Design digital communications and social media strategies and content including protocols for social media use in keeping with tone and brand of HCBC

- Manage the editorial calendar for HCBC and industry publications
- Execute the digital content for the organization

4. Writing and Editing

- Write speeches and other materials throughout the year for a variety of events, awards and conferences, demonstrating knowledge of journalistic best practices and how to tailor to different audiences
- Develop Key Message documents, Q&As, briefs
- Edit press releases, media backgrounders, newsletter articles, web content, other assignments as needed

5. Marketing

- Develop and implement marketing plan to grow membership of the association using creative and cost effective tools

6. Collaboration and Team Support

- Work with and support the Community Development department on sponsorship/partnership to enhance capacity and reach of the association
- Work with and support other staff and volunteers on communications collateral and awareness strategies for HCBC
- Support the Executive Director on all communications needs, on a proactive and reactive basis including as a key member for crisis communication team
- Continue to support, collaborate and build strong relationships with our National Sport Organization, other Provincial Sport Organization, HCBC Affiliate, Clubs and Business members on marketing and communications initiatives
- Maintain and update website content, and support staff in their use of the website. Develop new functionality of the association's website by working with tech support provider.
- Membership support and other duties as required

Key Competencies, Skills and Experience:

- Diploma or degree in Communications, Marketing, Journalism, or relevant discipline
- Advanced computer skills in Microsoft Office Suite and Adobe Creative Cloud specifically Photoshop, Illustrator and InDesign
- Working knowledge of WordPress websites and management
- Strong verbal communication skills
- Strong writing skills that encompass ability to craft a range of materials from proposals to speeches and press releases, among others
- Responsible, detail oriented and able to see projects to successful end
- Organized and able to problem solve effectively and work with minimum supervision



- Knowledge of the Horse Industry an asset
- Basic HTML coding an asset, but not required
- Willingness to work evenings, weekends and travel periodically
- 1-3 years of previous experience in a similar position required

If you are qualified and interested, please send your resume and cover letter to the attention of: HCBC H.R. Department, to administration@hcbc.ca (by e-mail). Application deadline: September 27, 2017