



JOB OPPORTUNITY
MARKETING AND ENGAGEMENT COORDINATOR
Full time (37.5h/w) | Annual salary \$60,000-\$72,600

ABOUT SIERRA CLUB BC

Sierra Club BC (SCBC) is the longest-running environmental charity in B.C. with over 55 years of experience speaking up for forests, biodiversity and a stable climate. From the grassroots to the forest canopy, from the classroom to city hall, we work alongside communities to build a brighter future for the people and places we love.

We are committed to justice, diversity, equity, and inclusion in both our hiring practices and work environment. We encourage women, people of Indigenous ancestry, people of colour, and LGBTQIA2SP individuals and members of other diverse communities to apply for careers with our organization.

ABOUT THE ROLE

Are you a social media enthusiast and marketing whiz with a passion for nature? If so, we'd love to work with you! Using your creativity and love for the plants, animals and communities who call these lands and waters home, you'll engage our existing members and help invite new audiences in, particularly those who may not have seen themselves reflected in the environmental movement before. You will find creative ways to share how Sierra Club BC is protecting healthy land and water, crafting donor-centric messaging, turning reports and policy updates into engaging stories, and creating informative content that resonates with supporters. This position will focus on boosting engagement through three main avenues: (1) communicating SCBC's impact through compelling shortform video and written content shared across social media, our website and email platforms, (2) applying marketing strategies to grow our online community, (3) co-developing 3-4 events per year for our supporters.

The Marketing and Engagement Coordinator will work collaboratively across departments as a member of the Development and Communications Teams. Sierra Club BC maintains a largely remote work environment with some in-person work and events in Victoria and/or Vancouver B.C. Due to this hybrid nature, applicants based in the Lower Mainland or Southern Vancouver Island will be prioritized.

RESPONSIBILITIES

- Produce short-form videos and other creative assets (like social media graphics) that highlight Sierra Club BC's environmental mission and impact.
- Assist in drafting, editing, and refining written content for social media and other digital channels.
- Ensure all messaging is donor-centric, resonating with supporters by clearly connecting their contributions to impact.

- Create content tailored for donor communications (e.g., thank-you messages, campaign updates, impact stories) to help deepen supporter relationships, and ensure marketing and digital content supports donor stewardship and fundraising goals.
- Document events (photos, videos, stories) to create engaging report-backs for members and supporters.
- Keep on top of the latest trends and pitch creative strategies to improve our marketing and digital outreach.
- Co-manage organizational social media accounts (Instagram, Facebook, TikTok, BlueSky, LinkedIn, etc.) and engagement calendar in collaboration with Communication Managers.
- Monitor inboxes, comments, and messages across email and social platforms to strengthen member engagement.
- Track and analyse digital metrics to evaluate performance and inform strategy improvements.
- Support the planning, organization, execution, and promotion of 3–4 supporter engagement events per year alongside the Development team, which may include online events such as webinars.
- Coordinate with staff across departments to maintain consistency in branding, storytelling, and supporter engagement.

SKILLS, QUALIFICATIONS AND EXPERIENCE

- Experience managing social media accounts and applying successful growth strategies
- Strong video storytelling skills, from drafting scripts to creating short and snappy content to encourage engagement.
- Familiar with video editing and social media creation software (i.e. Adobe Creative Suite and Canva).
- Superb writing and copyediting skills, with the ability to create engaging content that can be adapted across a wide variety of platforms and media.
- Deep commitment to Sierra Club BC's values and strategic plan, and ability to convey it persuasively to current and prospective supporters.
- Working knowledge of CMS (e.g. Wordpress) and Microsoft Office 365. CRM knowledge (i.e. Salesforce) an asset.
- Experience working in intercultural contexts and upholding JEDI (justice, equity, diversity, and inclusion) principles.
- Strong customer service skills as you'll be communicating with our donor and supporter base.
- Bonus: Experience with simple graphic design.

COMPENSATION

- This is a five days per week (37.5 hours) position, with a starting pay rate of \$60,000-\$72,600.
- Four weeks of paid vacation; additional week of paid time off during holiday office closure.
- Benefits package including health, vision, dental and other supports for wellness.
- Access to our storytelling gear library including a Mac desktop for video editing, Sony camera and lenses, drone, gimbal, microphones, Adobe Creative Suite subscription and more!
- Personal and professional development opportunities are available.

HOW TO APPLY

- Submit a CV and cover letter in one consolidated document, with the words “Application for Marketing and Engagement Coordinator” in the subject line to Aurora Tejeida, Communications Manager, at aurora@sierraclub.bc.ca.
- Applications received by midnight on Wednesday, October 1st, will receive priority consideration for interviews. The posting will remain open until the position is filled.
- This position is based in B.C., with preference to candidates in the Lower Mainland or Southern Vancouver Island. Applications from other provinces or internationally will not be considered.
- No phone calls please. Only those candidates who are short-listed will be contacted. We thank you for your time in applying to Sierra Club BC for this role.