



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 and marketing enthusiast with a passion for nature? If so, we'd love to work with you! This position will focus on boosting engagement through three main avenues: (1) communicating SCBC's impact through compelling content shared across social media, our website and email platforms, (2) supporting marketing strategies to grow our online community, and (3) supporting online and in-person events.

The Marketing and Engagement Coordinator will work collaboratively across departments as a member of the Communications and Development 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

- Assist in drafting, editing, and refining written content for social media and other digital channels, including for email and our website.
- Schedule content and monitor organizational social media accounts (Instagram, Facebook, TikTok, BlueSky, LinkedIn, YouTube, etc.) and email platform (Marketo).
- Produce creative assets for use on social media and other digital channels, such as Canva graphics.
- Create content and messaging tailored for donor communications to help deepen supporter relationships and ensure marketing content supports donor stewardship and fundraising goals.
- 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 with the execution of online and in-person events, such as webinars.
- Run Meta Ads to promote our work and increase online engagement.

- Document events to create engaging social media and digital report-backs for members and supporters.
- Keep on top of the latest trends and pitch creative strategies to improve our marketing and digital outreach.

SKILLS, QUALIFICATIONS AND EXPERIENCE

- Experience managing social media, email, and web accounts while applying successful growth strategies.
- Superb writing and copyediting skills, with the ability to create engaging content that can be adapted across a wide variety of platforms and media.
- Experience working with Canva for graphic design of digital assets.
- Experience working with Meta Ads.
- Strong customer service skills as you'll be communicating with our donor and supporter base.
- 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 JEDDI (justice, equity, diversity, decolonization and inclusion) principles.
- Bonus:
 - Experience with photography to document events for our supporters.
 - Experience growing platforms like YouTube.

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.
- 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 Liz Reed, HR Manager at hr@sierraclub.bc.ca.
- Applications received by midnight on Sunday, May 10, 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.