



MARKETING COMMUNICATIONS MANAGER

Background:

The Vancouver Chinatown Foundation (“Foundation”) was created to revitalize Chinatown. We have a vision of a prosperous, thriving and inclusive Chinatown, where people want to live, work and play.

Mandate of the VCF:

The Foundation is not-for-profit; we’re building a sustainable model for philanthropy by investing in projects that benefit those most in need, and reinvesting returns in future initiatives. We are launching proof of concept projects including the Chinatown Storytelling Centre, the May Wah Hotel, Chinatown Vintage and 58 West Hastings – projects that we hope will be a catalyst and inspiration for future ventures.

Our strategy reflects three connected pillars: revitalizing commerce, culture and the physical environment. It is only by addressing all of these challenges will we return Chinatown to a sustainable and healthy community.

Scope of Position:

The VCF is searching for a resourceful, results-oriented Marketing & Communications Manager who will lead the Foundation’s marketing programs. As an integral part of the Foundation team, you will be responsible for taking marketing and communications programs from concept to execution and analysis. This includes the management of online and offline assets and media and community engagement activities.

Primary responsibilities include:

- Develop and implement an annual marketing & communications plan to support the VCF’s priorities and projects, and drive brand awareness
- Development and activation of marketing assets including offline (i.e.: take-ones, posters, fact sheets, PR kit, news releases) and online (i.e.: website, video, social media content/engagement)
- Maintain a consistent brand across all of the Foundation’s external communications
- Lead the creation of marketing and communications materials, including collateral for the Chinatown Storytelling Centre, newsletters, funding proposals, and annual reports
- Vendor management by providing on-brand, actionable creative briefs; managing and coordinating the design and distribution of publications and collateral; and fostering productive relationships
- Develop compelling content to support external relations including conducting interviews with community stakeholders and writing content for outreach programs
- Coordination across internal stakeholders to support collaborative content development, management and distribution
- Write compelling content that engages and informs stakeholders



Qualifications:

Preference will be given to candidates who are self-starters and possess the following:

- University degree and progressively responsible experience in marketing
- Minimum of 5 years of marketing experience preferably with a non-profit
- Coaching and supervising a team, minimum of 2 years is preferred
- Strong commitment to excellence, professionalism, ethical behaviour and values
- Self-motivated and results-driven with a proven track record of success in marketing (online and offline)
- Creating and editing written content for a variety of marketing and communications channels, including media, website, email and social media
- Knowledge of market research techniques and experience in developing, administering and analyzing data
- Success developing campaigns with online tools including Facebook, Twitter, Instagram, YouTube, AdWords, MailChimp and Keela
- Effective interpersonal, engagement, presentation and relationship-building skills
- An outgoing, resilient and resourceful individual who thrives in a purpose-driven role. Passion for community building and creating long-term social change
- Ability to manage multiple projects with tight timelines
- Exceptional writing and editing skills,
- Proficient in the use of graphic design, video editing and presentation applications
- Attention to detail and appreciation of branding consistency in marketing materials
- Valid BC driver's license and flexibility to travel locally and work flexible hours when required

To Apply:

Please submit resume with a cover letter and salary expectations to: careers@chinatownfoundation.org.

No calls please. We thank all applicants; however, only those shortlisted will be contacted.

The Vancouver Chinatown Foundation is a registered charity and non-profit organization with the mission to revitalize Chinatown while preserving and honouring the irreplaceable cultural heritage of this neighbourhood. To learn more, visit www.chinatownfoundation.org.