

# Employment Opportunity

**Job Title:** Communications Coordinator

**Hours:** Full-Time, Monday-Friday 9am-5pm, hybrid of remote and in-office

**Pay:** \$55,000 – \$60,000 based on Full-Time Salary and commensurate with experience

**Benefits:** 2% matching RRSP and Employer Paid Health Benefits

## Position Summary:

Do you long to be employed in a career that really matters? Advokate Life & Education Services Society is searching for a Communications Coordinator for their Abbotsford, BC head office location.

The Communications Coordinator is a key member of the Development Department, assisting with fundraising, and is responsible for copywriting, social media, event marketing, volunteer recruitment, and administrative and event support as needed. The ideal candidate is a skilled creative writer and storyteller, has an eye for design and marketing, is collaborative, detail-oriented, and administrative.

## Major Responsibilities:

- Implement fundraising strategies and related plans and goals, in consultation with the Director of Development.
- Assist in the execution of fundraising plans, organize and promote related fundraising campaigns and events, and seek event sponsorship from corporations and individuals.
- Write and create content for a variety of channels and formats including, but not limited to marketing emails, websites, brochures, direct mail appeals, etc.
- Grow and maintain a strong social media presence with regular posting and paid digital ads, manage platforms, engage with online audiences, monitor analytics and report on areas of success and improvement.
- Coordinate and collaborate with graphic designer on various event and marketing materials, including art direction and editing.
- Execute regular updates and enhancements to multiple websites in consultation with Web Designer and Developer.
- Recruit, coordinate, and inspire volunteers for various fundraising events.



- Assist with fundraising events and campaigns as needed including, but not limited to phone calls, research, counting funds, etc.
- Provide administrative support to the Director of Development including, but not limited to expense reports, ongoing upkeep of CRM (i.e. donor database), mailings, and donor appreciation, etc.

### Key Qualifications:

- Exceptional written and verbal communication skills, and familiarity with various communication mediums, including phone, email, direct mail, websites, social media.
- Excellent creative writing and storytelling ability.
- Tech-savvy with a keen understanding of digital media platforms.
- Excellent interpersonal skills and adept at building long-term relationships with supporters and volunteers, and at communicating Advokate's mission.
- Ability to work independently and collaborate with a team.
- Strong attention to detail and ability to plan, organize and multi-task.
- Strong presentation skills and problem-solving ability.

### Preferred Education, Training & Experience:

- An education, preferably a Bachelor's degree, in communications and/or marketing, or supplemented by coursework in these disciplines.
- Two years of communications, marketing, or fundraising experience preferably with a charitable or non-profit organization.
- Conversant with computers, especially with social media platforms (Facebook, Instagram, LinkedIn, YouTube) and Microsoft Suite (Word, Excel, Teams).
- Experience with Canva, graphic design, video editing, and Wordpress is an asset.
- Experience with email software and donor management software is an asset.

### Other Requirements:

- Able to work flexible hours as some nights and weekends will be required during certain events and campaigns.
- Must be able to lift up to 50 lb. and able to stand for long periods of time.
- Fully committed to Advokate's vision, mission and values.
- A valid BC class 5 driver's license and provision of own transportation.

Please email resume and cover letter to:

Bethany Somerville  
bethany@advokate.ca

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advokate.ca