



Employment Opportunity

Job Title: Communications Coordinator

Hours: 20-40 hours

Salary: \$55,000 - \$60,000, based on full-time salary and commensurate with experience

Benefits: Extended medical & Employer RRSP contributions

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 and is responsible for copywriting (i.e. direct mail appeals, press releases, video scripts, marketing materials, etc.), social media, event marketing, volunteer recruitment, and provides 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.

Key Qualifications:

- Exceptional written and verbal communication skills, and familiarity with various communication mediums including, phone, email, direct mail, websites, and 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.
- Able to work flexible hours as some evenings 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.
- A valid BC class 5 driver's license and provision of own transportation.
- Fully committed to Advokate's vision, mission, and values.



Preferred Education, Training & Experience:

- An education, preferably a Bachelor's degree, in communications and/or marketing, or supplemented by course work 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), Microsoft Suite (Word, Excel, PowerPoint), and Microsoft Teams.
- Experience with Canva, email software like MailChimp, and donor management software like Kindful is an asset.
- Experience with graphic design, video editing, and Wordpress is an asset.

Major Responsibilities

- **Copywriting**
 - Write copy and create content for a variety of channels and formats including, but not limited to marketing emails, e-newsletters, website copy, brochures, press releases, direct mail appeals, video scripts, etc.
- **Social Media**
 - Grow and maintain a strong social media presence with regular posting and paid digital ads. Manage platforms, engage with online audiences, monitor analytics and reporting.
- **Coordinate Creative**
 - Coordinate and collaborate with graphic designer on event and marketing materials.
 - Execute regular updates and enhancements to multiple websites in consultation with Web Designer and Developer.
- **Administrative Support**
 - Provide administrative support to the Director of Development including, but not limited to monthly expense reports, coordinate with accounts payable on invoices, assist with mailings to supporters and donor appreciation, etc.)
- **Volunteer Management**
 - Recruit, organize, and inspire volunteers for various events and fundraising initiatives.
- **Fundraising Assistance**
 - Implement fundraising strategies and related plans and goals, in consultation with the Director of Development including, but not limited to event assistance, phone calls, texts, etc. as needed.

Please email resume and cover letter to:
Bethany Somerville
bethany@advokate.ca