

## Marketing and Communication Coordinator - Burnaby

Are you a quick-working, marketing and communication professional with an eye for design and a flair for the written word? Do you enjoy finding new ways to reach targeted audiences, or crafting messages and materials that improve response rates? Join our not-for-profit association and help us in our quest to advance the careers of water and wastewater professionals, and protect public health and the environment while we're at it.

The BC Water & Waste Association (BCWWA) has an immediate, full-time employment opportunity for a **Marketing and Communication Coordinator**. The Marketing and Communication Coordinator is responsible for curating, creating and delivering relevant information and news about the water and wastewater industry to members, and for executing marketing activities on behalf of our programs and services.

### Responsibilities

- Provide support to the Communication and Engagement Manager in creating, implementing and evaluating annual work plans, budgets and communication strategies, and tactical marketing plans.
- Quarterly *Watermark* magazine – Maintain an annual editorial plan, solicit content, write and/or edit articles, proof layouts, provide direction and feedback to the publisher, manage distribution list.
- E-newsletters – Develop and maintain an editorial calendar, collect content, write and/or edit content, manage distribution lists, design layout, identify performance targets and measure success.
- Stay informed and ensure adherence to applicable e-marketing regulations.
- Website – Write/edit content, ensure brand consistency, manage site map, and identify and measure performance targets.
- Social media – Develop and maintain an editorial calendar for each platform (LinkedIn, Facebook, Twitter), create posts, identify performance targets and measure success.
- Develop content and key messages, and graphically design digital and print marketing materials such as research and project reports, brochures, event signage, branded collateral, advertisements, etc.
- Develop and maintain marketing lists
- Coordinate sponsorship fulfillment for the Annual Conference and Trade Show.
- Other duties related to achievement of the BCWWA's goals and strategies.

### About You

- A college diploma or university degree in a relevant discipline.
- 2+ years of related experience.
- Marketing and communication strategies and tactics.
- Current social media/communication technology platforms and their applications.
- Content writing and editing.
- Graphic design principles.
- Basic knowledge of analytics.

- Strong Microsoft Office and Adobe InDesign, Photoshop and Illustrator skills.
- Proficient with website editing software.
- Familiarity with marketing campaign software (ie: Constant Contact) preferred
- Familiarity with customer relationship management software an asset
- Fluent written and oral communication skills in English – writes compelling copy and makes accurate edits.
- Excellent customer service skills – listens to customer (internal and external) needs and responds in an appropriate manner.
- Strong communication and interpersonal skills – listens and understands; shares ideas or concerns with others clearly and effectively.
- Exceptional attention to detail – driven to always get it “right” and takes pride in providing accuracy in all work.
- Highly organized – can always find what is needed when it is needed.
- Excellent time management and priority setting skills – able to plan and manage workload so that deadlines are met.
- Strong project management skills – able to guide projects from inception to completion, including the ability to plan, execute, and monitor progress toward achieving project goals.
- Strong problem-solving skills – accurately assesses problems, and efficiently identifies and implements solutions.
- Team-player who is able to work collaboratively with others and contributes to a positive culture.

## About Us

The BC Water & Waste Association (BCWWA) is a not-for-profit organization that represents over 4,000 water professionals who are responsible for ensuring safe, sustainable and secure water, sewer and stormwater systems in BC and the Yukon. Our members work every day to keep our water systems clean and safe – from source to tap to drain and back to the environment. They include water and wastewater facility operators, utility managers, engineers, technicians and technologists, consultants, government policy and regulatory staff, backflow assembly testers and cross connection control specialists, researchers, and suppliers. The Association delivers professional development, education, certification, and advocacy programs and services to ensure that our water systems continue to protect public health and the environment.

We have a bright, positive and engaged (but small) team. We value “getting the job done” but want to have some fun while we’re at it! Our office is currently located in Burnaby, within a ten minute walk of Gilmore skytrain station.

## Terms and Compensation

The position is full-time (40 hours per week), beginning immediately. The pay scale for the position is \$47,250 - \$52,250 per year. Minimal travel will be required within BC, including four to five days each May to support our Annual Conference.

We offer a competitive compensation package including an excellent benefits plan, and generous vacation and flex time. We also offer limited telecommuting/work from home opportunities.

**Interested in Applying?**

Please send your resume and a cover letter explaining how your experience matches the role to [hr@bcwwa.org](mailto:hr@bcwwa.org).