



Marketing & Community Development Coordinator

Job Description

The Whistler Institute gratefully and respectfully acknowledges that we operate on the land now known as Whistler that lies in the traditional unceded territory of the Skwxwú7mesh and Lílwat Nations.

The Whistler Institute is committed to making a difference by partnering with individuals and organizations that are dedicated to providing opportunities for learning and influencing change; by encouraging innovation and creativity in learning opportunities; by thoughtful consideration of global issues; by connecting with leading subject experts, communities and institutions to affect change; and by inspiring individuals and organizations to take initiative.

The Whistler Institute is looking for a part-time Marketing & Community Development Coordinator to produce compelling marketing campaigns to raise the profile of the organisation and its programs and represent the organisation at special events to grow relationships with the community and stakeholders. This position offers part-time, flexible hours, and competitive compensation.

About the Role

- 12 week contract (Aug 9 - Oct 29) Part-time position, 20 hours/week, with potential for year-round, future full-time hours and growth.
- Starting wage in the range of \$20-\$25/hour depending on experience and qualifications.
- Averaging agreement to allow for event related workload.
- Flexible schedule and work from home.
- Reports to the Executive Director.

Summary of Responsibilities

- Ensuring the WI brand is consistent with strategic goals of the organisation.
- Developing and executing a marketing strategy, plan and calendar from beginning to end.
- Creating and launching of innovative marketing campaigns for programs and events.
- Developing content calendar and content for digital, print, and social media campaigns.
- Attend meetings and events.
- Liaison with board and committees.
- Represent the WI at special events as required.
- Preparation of Press Releases, website, sponsorship and fundraising content.
- Liaison with sponsors on marketing recognition.
- Monitoring marketing data, compiling and preparing marketing reports.
- Website updating and maintenance.
- Community Engagement & Partnership maintenance.
- Working with a graphic designer and/or preparing professional marketing materials in graphic design packages.
- Google & SEO coordination and monitoring including Google Analytics and Reports.
- Submitting and managing event listings - own and 3rd party/partner organisations
- Other duties as required.



The Perfect Candidate

- Marketer with a broad range of marketing, digital marketing, communications and social media knowledge and/or experience.
- Post-secondary education, diploma or degree in marketing or communications or equivalent experience preferred.
- Excellent written and verbal communication skills.
- Experience of Canva, Wordpress, and Mailchimp preferred.
- Knowledge and experience of Social Media Platforms, Google Ads and Analytics and MS Office.
- Experience with Google Docs, Dropbox and other digital communication platforms.
- Able to write and design clear and concise content.
- Strong understanding of SEO strategies and reporting.
- Strong knowledge and comfort with computers and mastering new programs.
- Adept at capturing and prioritizing tasks (a list-maker) and able to work independently and focus on completing each assignment.
- Highly intelligent and personable. Outgoing and friendly; People oriented.
- Thrives in a collaborative and supportive team environment.
- Professional manner consistent with brand image.
- Excellent attention to detail and can-do attitude.
- Access to a phone, computer and good internet connection required.
- Ideally located in Whistler (preferred) or Squamish/Pemberton (Possible) to allow for representing organisation and attending meetings.

To Apply:

Email your cover letter and resume to: Executive Director, contact@whistlerinstitute.com

Deadline: 12PM, Friday 6 August, 2021.

Please note, only candidates that are eligible to work in Canada will be considered for this position. At this time, we are unable to support candidates looking to emigrate to Canada.