



## JOB POSTING

<b>POSITION TITLE</b>	Marketing & Communications Coordinator
<b>REPORTS TO</b>	Business Development Manager
<b>COMMITMENT</b>	37.5hrs/week
<b>COMPENSATION PACKAGE</b>	To be commensurate with education and experience

### ORGANIZATION SUMMARY

Founded in 2008, PISE is a non-profit organization that provides programs and services for South Vancouver Island while managing the Pacific Institute for Sport Excellence facility, the first summer sport institute in Canada. Nationally recognized for work in the areas of **physical literacy** and **inclusion**, PISE is also a part of the ViaSport Regional Alliance in BC. The organization helps build a healthy, active community while focusing on inclusion, physical literacy, active living and supporting the development of performance sport. PISE's driving purpose is to transform lives through healthy activity and sport by providing physical activity and health education programming and services for children, youth and adults. Visit [PISE.ca](http://PISE.ca) to learn more.

### POSITION SUMMARY

As the Marketing & Communications Coordinator you will have the opportunity to continue developing a broad range of skills with a reputable, highly connected non-profit organization. While passionately promoting the PISE brand, you are contributing to the planning, development and implementation of all of PISE's marketing strategies, marketing communications, and public relations activities, both external and internal. This position reports to the Business Development Manager and has direct working relationships with the management and leadership teams. The position also coordinates with external contractors, including a PR contractor, promotional suppliers and the media.

### KEY ROLES & RESPONSIBILITIES

- Contributes to development of PISE marketing plan
- Works with management on strategic marketing initiatives, provides guidance
- Contributes to development of marketing budget
- Coordinates PISE Promotion as a charitable organization and key provider of sport development, fitness and physical literacy programming
- Works in coordination with Digital Marketing Specialist on annual strategic social media plan
- Works with the Digital Marketing Specialist to create, edit and publish video assets.
- Ensures brand guidelines are adhered to internally and externally
- Support maintenance of existing websites
- Oversees Search Engine Optimization and manages Google services (eg. ad grants and analytics)
- Coordinate press releases and media engagements with PR contractor
- Update and create collateral materials for PISE services & events – (Graphic Design expertise required)
- Facilitates the gathering of PISE stories for content marketing
- Creates and develops email newsletters for main PISE list and donor engagement
- Creation of advertisement, both print and digital
- Coordinates logos for PISE apparel (Staff apparel, summer camp t-shirts, Sport School)

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- Assists Management and Leadership with in-house promotion of programs and events, including the use of digital screens.
- Provides support for planned events
- Manages timelines, competing demands and requests
- Updates job knowledge by participating in educational opportunities and reading trade publications.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests.
- Nurtures relationships with local printers, media and suppliers

### KNOWLEDGE, SKILLS & ABILITIES

- Bachelors degree in Marketing, Communications, Graphic Design or relevant discipline or an equivalent level of education training and experience
- Minimum of 1 year's experience coordinating marketing initiatives
- Graphic design - a min of 2 years' experience
- Proficient in Adobe Creative Suite, specifically InDesign, Illustrator and Photoshop
- Familiarity with different Communications tools, such as Slack, ClickUp and Later.
- Experience in social media managements and engagement
- Excellent verbal and written communications skills
- Experience using a website content management system
- Experience with email & survey service, like Constant Contact
- Able to work independently and problem solve
- Leadership skills
- Understanding of Google Analytics
- Experience using Facebook advertising
- HTML and CSS knowledge an asset

### TO APPLY

Please submit a resume, cover letter and portfolio link by **midnight, June 20<sup>th</sup>, 2021** to:

Brianna Coburn  
Human Resources & Administrative Coordinator  
[careers@pise.ca](mailto:careers@pise.ca)

*Thank you for your interest in PISE.*

*Please note, due to the number of resumes received,*



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*only candidates selected for an interview will be contacted.*