



Position Title: Marketing Communications Manager

Reports to: Chief Operating Officer

Location: 168 East Pender Street, Vancouver, BC

Scope of Position:

The Vancouver Chinatown Foundation is focused on revitalizing Vancouver's historic Chinatown, and we are seeking a talented and passionate Marketing Communications Manager to bring the Foundation's vision to life. The ideal candidate is someone who thrives in a purpose-driven organization. This position plays a critical role on our marketing team and will support all projects and initiatives in the Foundation's diverse portfolio. Key responsibilities include: implementing and managing marketing campaigns; setting social media channel strategies; and implementing digital and print communications. You will manage the Marketing Team and work in close collaboration with external consultants and the Foundation's leadership team.

Reporting to the Chief Operating Officer, the Marketing Communications Manager will have a proven track record of consistently achieving goals, meeting deadlines, possessing professional communications skills (written and verbal), managing the marketing plan and budget, and cultivating and stewarding relationships with partners and community organizations.

Primary Responsibilities:

- Implement and manage the marketing strategy of the Foundation which include initiatives supporting – **Community Housing** – Bob & Michael's Place, May Wah; **Economic Revitalization** – supporting businesses in Chinatown and Community events (eg Light Up Chinatown! Taste of Chinatown); **Fundraising** including Autumn Gala and Spring Banquet and **Cultural Preservation/Regeneration/Celebration** at the Chinatown Storytelling Centre and Foo Hung Curios.
- Coordinate the Foundation's digital and social media channel strategies: Facebook, Instagram, Twitter, TikTok, website, and email marketing
- Align the Foundation's marketing programs with the annual PR and communications plan, and VCF's priorities
- Actively contribute to the overall marketing & communications strategy, and work with the VCF's senior leadership team, advisors, consultants, and other team members
- Provide guidance/direction to marketing team members, and effectively manage external designers and consultants by providing on-brand, actionable creative briefs; coordinate the design and distribution of publications and collateral (print, digital and video assets); and foster productive relationships
- Collaborate with the Foundation's Event Planner, Retail Manager, and Economic Revitalization team to design marketing programs to create awareness and client engagement
- Actively grow the Foundation's brand and digital presence (social media and email databases)

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The ideal candidate will have the following qualifications:

- Bachelor's degree in marketing, communications or related field
- Minimum 5 years of related marketing and communications experience
- Accomplished marketing professional with a passion for making a difference, and capable of managing a range of assignments and meeting multiple deadlines
- Superior writing skills with a talent for storytelling; experience in editing copy and a proficiency for attention to detail
- Proven track record and experience in integrated marketing programs and campaigns
- Comfortable with ambiguity and creative problem solving with a can-do attitude to find new approaches to reaching visitors, donors, sponsors, as well as corporate and community partners
- Demonstrated use of digital content creation (including written, graphical, or video format)
- A self-starter who can provide clear direction to team members who is interested in growing into a senior leadership role
- A superior eye for detail, design and photography
- Production knowledge for both digital and static assets
- Knowledge and use of a donor management platform; experience with WordPress would be considered an asset
- Comfortable working independently and as part of a team in a dynamic environment
- Ability to take direction, and handle difficult situations with mature judgement, diplomacy and tact
- Flexibility to work varying hours to address emergent issues as they arise
- Physical capability to perform the requirements of the role

Background:

The Vancouver Chinatown Foundation is a registered charity founded in 2011 to honour a culture and community established in Vancouver over 100 years ago and is dedicated to building a more resilient and inclusive community by promoting the wellbeing of those in need while preserving Chinatown's irreplaceable cultural heritage. We have a vision of a prosperous, vibrant, and inclusive Chinatown, where people come to live, work, and play. The Vancouver Chinatown Foundation's efforts to revitalize this important neighbourhood are grounded on three interconnected pillars: physical, economic & cultural revitalization.

What we offer:

- Full benefits package
- Competitive salary
- Meaningful work with a social purpose
- A sense of belonging among caring and trusted colleagues
- The potential to develop your position and professional goals
- A diverse working environment in the heart of historic Chinatown

Working at the Vancouver Chinatown Foundation is about joining a dynamic passionate team focused on creativity and innovation to revitalize Chinatown in the city of Vancouver.

This is an in-office position with office hours of 9:00 to 5:00, Monday to Friday. Some flexibility in scheduling to support evening and weekend work may be required and will be discussed in advance.

We are committed to equal employment opportunities regardless of race, colour, religion, national origin, sexual orientation, age, marital status, disability, gender identity, or Veteran status.

We wish to thank all applicants for their interest and effort in applying for the position; however, only candidates selected for interviews will be contacted.