



Position Title: Marketing Manager

Reports to: Director of Events and Partnerships

Direct Reports: Marketing Coordinator CSC, Marketing Coordinator FHC, Graphic Designer

Location: 168 East Pender Street, Vancouver, BC

About the Role:

The Vancouver Chinatown Foundation is looking for a creative and driven Marketing Manager to support our mission of revitalizing and preserving Chinatown's cultural heritage while fostering a thriving and inclusive community. This role will oversee marketing efforts for key initiatives the Chinatown Storytelling Centre, economic revitalization, events and cultural programs.

The ideal candidate will have a strong track record in marketing, team leadership, and planning. Passionate about driving growth and engagement across diverse channels, you will play a vital role in managing a talented marketing team and executing campaigns to promote the work of the Foundation.

Key Responsibilities:

- Manage the marketing team, ensuring effective collaboration, clear communication, and the successful execution of marketing strategies and initiatives. Provide guidance and support to drive the team's performance and maintain alignment with the Foundation's goals.
- Develop and execute marketing strategies to support the Foundation's initiatives, including the Chinatown Storytelling Centre, economic revitalization, events, and cultural programs.
- Lead efforts to promote and grow sales for the Chinatown Storytelling Centre, including ticket sales, membership drives, school group engagement for the new Learning Lab facilities, and other initiatives.
- Support VCF staff to increase donations through targeted campaigns across events, social media, website, email marketing, and other channels.
- Manage and promote the growth of the Foundation's digital presence across social media (Facebook, Instagram, X, TikTok), website, and email marketing, ensuring consistent engagement and audience expansion.
- Align marketing programs with the Foundation's annual PR and communications plans, ensuring all activities support the organization's goals.
- Manage external creative projects (print, digital, video) to ensure all content aligns with brand standards and campaign objectives.
- Build and foster partnerships to strengthen audience engagement and identify new growth opportunities through strategic marketing initiatives.
- Continuously develop and implement strategies to enhance brand visibility, drive community engagement, and grow overall awareness of the Foundation's mission.
- Ensure consistency in messaging and uphold the brand voice across all marketing channels and materials.

Qualifications:

- Bachelor's degree in marketing, communications, or a related field.
- A minimum of 5 years of experience in marketing and communications, with a proven ability to lead and manage teams and projects to success.

- Strong writing skills with the ability to craft compelling stories and edit content with attention to detail.
- Experience managing integrated marketing campaigns across various platforms (social media, digital, print).
- Proven experience in managing and leading a marketing team, fostering collaboration, and ensuring the successful execution of marketing initiatives.
- Skilled in digital content creation (written, graphic, video) with an eye for design and photography.
- Experience with project management, particularly in working with cross-functional internal teams.
- Familiarity with donor management platforms; WordPress knowledge is a plus.
- Ability to manage multiple priorities and meet deadlines in a fast-paced environment.
- Strong interpersonal skills and the ability to handle challenging situations with diplomacy.

About the Vancouver Chinatown Foundation:

Founded in 2011, the Vancouver Chinatown Foundation is a registered charity committed to honoring the rich history of Vancouver's Chinatown while promoting social well-being and community revitalization. Our work spans across three main areas: physical, economic, and cultural revitalization. We are dedicated to ensuring that Chinatown remains a thriving, vibrant, and inclusive community for all.

What We Offer:

- Competitive salary and benefits package.
- Opportunities to make a meaningful impact through your work.
- A supportive, passionate team environment.
- Potential for career growth and development.
- A dynamic, diverse workplace located in the heart of historic Chinatown.

Additional Details:

- In-office position with hours of 9:00 AM to 5:00 PM, Monday to Friday.
- Flexibility may be required for evening and weekend events or activities, with prior discussion.
- We are an equal opportunity employer and encourage applicants of all backgrounds to apply.
- Only candidates selected for an interview will be contacted.

Join Us in Making a Difference!

At the Vancouver Chinatown Foundation, you'll have the chance to be part of an innovative and purpose-driven team committed to revitalizing Chinatown and preserving its cultural heritage for future generations.

How to Apply

To apply please send your CV and cover letter to the following email address: Careers@chinatownfoundation.org