



**Position Title:** Marketing & Communications Specialist

**Organization:** Vancouver Chinatown Foundation

**Location:** Vancouver, BC

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## Role Overview

The Vancouver Chinatown Foundation is seeking a Marketing & Communications Specialist to support the delivery of marketing, communications, and digital engagement initiatives that promote the Foundation's programs, projects, events, and community impact.

This is a hands-on execution role for a marketing and communications professional who enjoys both creating content and getting things done. The successful candidate is a strong writer, organized project coordinator, and resourceful self-starter who can manage multiple priorities and deliver high-quality work in a fast-paced environment.

The role offers the opportunity to work on a diverse range of high-profile initiatives, including *Bob & Michael's Place*, Light Up Chinatown!, the Chinatown Storytelling Centre, fundraising events, campaigns, and community programs that support local businesses and neighbourhood revitalization.

This role is well-suited to someone with experience who is ready to take the next step in responsibility and ownership. The successful candidate is equally comfortable writing content, coordinating communications activities, publishing digital content, and ensuring projects move smoothly from concept through completion.

As part of a small team, this role requires someone who is proactive, highly organized, and comfortable working across multiple priorities, with a strong focus on execution and follow-through.

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## Primary Responsibilities

### Communications & Digital Execution

- Execute day-to-day marketing and communications activities across digital channels, including website, email marketing, social media, and stakeholder communications. This



includes publishing website content, deploying email campaigns, and maintaining digital platforms.

- Support integrated marketing campaigns that drive awareness, engagement, visitation, fundraising, and community participation.
  - Create presentations and supporting materials for campaigns, sponsorships, fundraising, and stakeholder engagement.
  - Coordinate production of marketing materials by working with designers, photographers, videographers, printers, and external vendors.
  - Manage marketing and communications schedules, ensuring deadlines, approvals, and deliverables are tracked and completed.
  - Monitor and report on communications, campaigns, and digital performance.
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## **Media & Stakeholder Coordination**

- Coordinate day-to-day activities with the Foundation's external public relations agency, including interview scheduling, approvals, briefing materials, and follow-up.
  - Support the preparation, review, and distribution of media materials such as press releases, key messages, and media advisories.
  - Coordinate communications activities with internal teams, sponsors, partners, and community stakeholders.
  - Track communications deliverables, approvals, and timelines to ensure projects stay on schedule.
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## **Content Creation & Social Media**

- Draft, edit, and publish a wide range of communications materials, including newsletters, website content, social media posts, presentations, speaking notes, donor communications, and stakeholder updates.
  - Manage the Foundation's social media channels, including content publishing, scheduling, community engagement, and basic performance reporting.
  - Provides updates on Foundation initiatives to external PR agency to support media pitching and story development
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## Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- 3–5 years of progressive experience in marketing, communications, digital marketing, or a related field.
- Strong writing and editing skills with the ability to adapt content across storytelling, marketing, fundraising, and stakeholder communications.
- Demonstrated experience in independently managing communications projects from planning through execution.
- Experience using digital communications tools, including website CMS platforms (e.g. WordPress), email marketing systems, CRM tools, Canva, and social media platforms (e.g. Metricool, Meta Business tools, etc.), is an asset
- Strong organizational and project management skills with excellent attention to detail and follow-through.
- Ability to manage multiple priorities, work independently, and meet deadlines in a fast-paced environment.
- Resourceful, proactive, and comfortable working in a hands-on execution-focused role.
- Strong collaborator who works effectively across teams, agencies, and external partners.

## Background:

The Vancouver Chinatown Foundation is a registered charity founded in 2011 to honour and preserve the legacy of a community that has helped shape Vancouver for more than 100 years. Guided by a vision of a prosperous, vibrant, and inclusive Chinatown, the Foundation works to build a stronger future for the neighbourhood through three interconnected pillars: physical, economic, and cultural revitalization.

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## What we offer:

- Full benefits package
- Competitive salary (\$70,000 – \$80,000, commensurate with experience)
- Meaningful work with a social purpose
- A sense of belonging among caring and trusted colleagues
- The opportunity to grow within a dynamic and evolving organization
- 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. Flexibility in scheduling to support evening and weekend work will 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.

### **How to Apply:**

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