



Communications & Marketing Manager, Gymnastics BC

Hours required: 37.5/week

Based in Vancouver, Gymnastics BC (GBC) is a not-for-profit provincial sport organization responsible for the governance, development and promotion of gymnastics in BC. Our dynamic team serves 79 member clubs representing a membership of over 52,000 participants throughout the province. As a member-based organization, we strive to deliver excellent member and customer service experiences in all of our interactions.

If you are passionate about amateur sport and have a keen interest in marketing and communications, we invite you to apply to this exciting full-time staff position.

As the association's go-to marketing and communications guru, you will be responsible for working collaboratively with our team to support and enhance our brand and voice. Are you up for the challenge?

Overview

Reporting to the Chief Executive Officer and working closely with all Gymnastics BC staff, the Communications & Marketing Manager is responsible for the management and delivery of all of Gymnastics BC's internal and external communication and marketing initiatives.

Purpose

To ensure optimal internal and external communication and to positively contribute to the growth and development of gymnastics in B.C.

Primary Areas of Responsibility

- Develop, implement and measure communications and marketing plans to align with and help achieve Gymnastics BC's strategic priorities.
- Ensure a clear and effective flow of information to members and stakeholders.
- Support special events and projects through the design and distribution of a range of communications and marketing materials.
- Promote successes and developments within the BC gymnastics community.

Duties

- Oversee all communication pieces published both internally and externally, including (but not limited to):
 - Newsletters and membership updates,
 - Grant applications,
 - Government advocacy initiatives and liaising, and
 - Media announcements.
- Develop and implement communication and marketing plans.
- Manage and maintain Gymnastics BC's websites.

- Implement strategies that help increase awareness of Gymnastics BC's programs and services.
- Manage Gymnastics BC's social media presence and activate emerging media platforms.
- Lead and implement editorial direction, design, production and distribution of all publications including member resources, weekly e-newsletters, and annual reports.
- Write, edit and design content for a diverse range of target audiences.
- Support program staff in association-wide communications.
- Assist in the planning of annual and special events.
- Provide in-house graphic design services using Adobe Creative Suite.
- Ensure Gymnastics BC's look and feel is consistent, professional and appealing.
- Crisis communication management.
- Lead Gymnastics BC's public & media relations initiatives and acts as GBC's spokesperson, alongside the CEO and Chair.
- Develop, manage, and maintain GBC's microsite/knowledge base.
- Manage communications tasks related to Virtual Town Hall meetings, webinars, and other educational initiatives.

Other Details

- Must have exceptional written and verbal communication skills.
- Experience using Adobe Creative Suite (e.g., Indesign and Photoshop) is required.
- Experience with WordPress and HTML is considered an asset.
- Experience using the MailChimp mailing platform is an asset.
- Must have a keen attention to detail.
- Must be very organized with exceptional time-management skills.
- Must be self-motivated and able to work independently with minimal supervision.
- Must be competent using MS Office applications.
- Knowledge of BC's amateur sport system is an asset.
- Must be legally eligible to work in Canada.
- A valid British Columbia Class 5 driver's license is preferred.
- A current Criminal Record Check will be required.
- Occasional travel and non-regular working hours will be necessary.

How to Apply

Please email your resume and cover letter* in either MS Word or PDF format to:

Nigel Loring, Chief Executive Officer at ceo@gymbc.org – no phone calls please.

We thank all applicants for their interest, however, please note that only candidates selected for an interview will be contacted.

*Please ensure that your cover letter and resume clearly outline how your skills and experience meet or exceed the job requirements.

Application Deadline

As soon as possible - the position will remain open until a suitable candidate is found.