
SQUASH BC - EMPLOYMENT OPPORTUNITY

Marketing & Partnerships Coordinator

The Marketing & Partnerships Coordinator will support Squash BC's strategic priorities through effective management of our digital marketing and communications channels, as well as the acquisition and stewardship of corporate partnerships to support our organization, programs, and events. The Marketing & Partnerships Coordinator will work directly underneath our Executive Director and work closely with the rest of our team.

Specific tasks and responsibilities of this role include:

Marketing

Social Media Marketing

- Design, write, and post content across our social media channels that supports our programs and member services
- Monitor our social media channels for opportunities to communicate with our audience
- Take photos and videos during events to create engaging content and build a library of stock visuals for future social media posts, and marketing initiatives

Email Marketing

- Assist the production of our monthly email newsletter
- Pitch and develop new ideas on additional targeted email communications
- Find opportunities for automated email communications

Website Management

- Write articles for our website blog related to our programs and initiatives
- Update website page content, as needed

Marketing Analytics and Reporting

- Monitor our web, social media, and email analytics and create monthly reports
- Assess data for key takeaways and opportunities

Graphic Design

- Create posters and social media/website graphics for a variety of content

Partnerships

Partnership Sourcing & Acquisition

- Identify potential corporate partners well-suited for Squash BC properties
- Contact partners, build relationships, and finalize partnership agreements

Partnership Relationship Management & Stewardship

- Maintain positive relationships with partners, ensuring all terms of partnership agreements are adhered to
- Provide service excellence to partners
- Look for and take opportunities to expand partner relationships

Partnership Material Design

- Design and update Squash BC General & Program/Event-Specific Partnership Packages
- Maintain Squash BC Partnership web pages and produce articles related to partnerships
- Design additional partnership materials (posters, graphics, etc) for use in acquisition and stewardship, as needed

Requirements & Preferred Experience

- Post-Secondary education in marketing, communications, business, or a related field (or equivalent experience).
- Strong verbal and written communication skills with attention to detail.
- Proficiency in digital marketing platforms, including social media management, email marketing, and website content management systems.
- Familiarity with CRM systems and analytics tools.
- Proven ability to manage multiple tasks and deadlines effectively in a fast-paced environment.
- Strong interpersonal skills to work with stakeholders, sponsors, and community partners.
- Ability to develop and maintain long-term relationships with sponsors and partners.
- Previous work in non-profits or sport organizations, particularly with volunteer-driven groups.

Schedule

This position offers flexible hours during the week, with the ability to adapt to your schedule. While the core hours are primarily Monday to Friday from 9:00 AM to 4:30 PM, they may vary depending on seasonal programs, events, and activities. Occasional evening and weekend availability will be

required to support events and initiatives. The role also offers hybrid work options, allowing for a mix of remote and on-site work to accommodate both personal and organizational needs.

Compensation

This is a part-time contract position, approximately 20 hours per week, with an hourly rate ranging from \$20 - \$25, commensurate with experience and qualifications. In addition to the base compensation, there is an opportunity to earn additional income through our commission program, rewarding successful partnership development and sponsorship acquisition efforts.

Why work at Squash BC

- **Drive Community Impact:** Lead initiatives that grow inclusive grassroots participation and celebrate the joy of squash across BC.
- **Foster Connections:** Collaborate with a passionate team and build meaningful partnerships that amplify the sport's reach and impact.
- **Elevate Your Career:** Hone your skills in marketing, project management, stakeholder engagement, and partnership building while making a real difference.
- **Champion Squash for All:** Contribute to promoting health, wellness, and lifelong participation in a sport that brings communities together.

Application Instructions

Interested candidates should submit an application, including a resume and cover letter, to Kim Dennis, Squash BC Executive Director by email to careers@squashbc.com by **December 6th, 2024 at 5:00pm**.

Please note that applicants will be reviewed and interviewed on a rolling basis until the position is filled, so candidates are encouraged to apply sooner than the deadline above. While we thank all candidates for their interest, only those selected for an interview will be contacted.

About Squash BC

Squash BC leads the growth and development of the sport of squash across British Columbia. Committed to collaboration and community, Squash BC channels the intensity and passion for the sport into opportunities for squash players of today and tomorrow. Through delivering programs and driving awareness inside and outside the squash court, Squash BC's goals are to grow and promote our sport, service and engage our community, and strengthen our infrastructure throughout BC. For more information about Squash BC, visit squashbc.com.