



POSITION: Communication & Marketing Coordinator
LOCATION: Richmond, BC

Arthritis Research Canada (ARC) an independent, not for profit charitable organization is home to the largest clinical arthritis research centre in North America. Since its creation in 1999, Arthritis Research Canada has earned international attention and recognition for our work in reducing the burden of arthritis through research. Our mission is driven by our Board of Directors, Research Scientists and staff who are focused on research aimed at arthritis prevention, early diagnosis and treatment, and quality of life issues for those with arthritis.

ARC is located directly across the street from the Lansdowne Centre skytrain station in Richmond, a 20 minute commute from waterfront station in Vancouver. For those who drive, ARC provides free parking.

POSITION OVERVIEW:

Responsible for the development and delivery of a coordinated and thorough communication and marketing program that builds awareness and brand for the Arthritis Research Canada. This position will encompass all aspects of communication and marketing specialties.

REPORTS TO:

Executive Director and Director of Development

POSITION RESPONSIBILITIES:

- Working in partnership with the Executive Director and Director of Development, assist in the development of the annual Communication & Marketing plan and strategies to create high impact, measurable communication and marketing opportunities that directly support results-oriented, leading edge research and fund development initiatives.
- Using sound judgment and professional skills, assist in the execution of a diverse portfolio of communication and marketing responsibilities.
- Ensure brand management for the organization to generate positive awareness and recognition
- Assist in the development of collateral material; including writing and editing promotional copy, contributing to creative content and tendering.
- Identify opportunities to raise Arthritis Research Canada's profile through media and marketing channels
- Develop and maintain media lists, establish and steward relationships with key media contacts to increase awareness of the organization and brand.
- Coordinate media interviews with appropriate key staff and/or facilitate media contact for the organization through the production and distribution of press releases, media kits and related media materials
- In partnership with key staff and volunteers assist with the content and production of our quarterly newsletter and annual report
- In partnership with key staff and volunteers develop a coordinated social media presence through the use of Facebook, Twitter, LinkedIn, Instagram and YouTube.
- Coordinate and update the content and creative of the website to compliment arthritis research and fund development.
- Assist in the creative development of donor engagement and stewardship strategies
- Assist in planning and execution of Arthritis Research Canada's annual fundraising event
- Other duties as assigned

Position Skills and Experience

- 3-5 years' experience in related field and with related education.
- Proficiency in website management: WordPress, HTML, CSS
- Proficiency in all aspects of social media
- Strong writing and creative skills including attention to detail, accuracy and proof reading
- Proficiency in MS Office, InDesign, Photoshop and Illustrator
- Preference for experience with Raisers Edge and/or other donor database software
- Proven experience in approaching and generating media coverage
- Public speaking skills
- Confidence in dealing with the media and public
- Good interpersonal skills and the ability to build solid relationships with internal and external stakeholders
- Able to present unique and creative solutions to raising the profile of our organization
- Positive, can-do attitude and self-motivated with the ability to work well independently

This is a full-time position (Monday through Friday). Work hours are 9:00 am – 5:00 pm.

Applicants must have a valid BC Driver's License and access to a vehicle.

Arthritis Research Canada offers a competitive salary and benefit package.

Please forward your resume and covering letter to;

Arthritis Research Canada

5591 No. 3 Road Richmond, BC V6X 2C7

FAX: 604-207-4059

Email: jobs@arthritisresearch.ca

Application deadline FRIDAY, JUNE 8, 2018

No phone calls please. Only those selected for an interview will be contacted.