



POSITION: MARKETING & COMMUNICATION OFFICER
10 Month Contract
LOCATION: Richmond, BC

Arthritis Research Canada is an independent, not for profit charitable organization and 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 studies aimed at arthritis prevention, early diagnosis, better treatment, and improved quality of life for those with arthritis.

Arthritis Research Canada 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, no cost parking will be provided.

POSITION OVERVIEW:

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

REPORTS TO:

Executive Director and Director of Development

POSITION RESPONSIBILITIES:

- 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.
- Use sound judgment and professional skills to assist in the execution of a diverse portfolio of communication and marketing responsibilities.
- Ensure positive internal/external brand management for the organization that builds awareness.
- Assist in the development of a variety 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
- Manage external contractors, including printers, video/photographers, etc. for a variety of projects
- Assist with developing content and managing production of the quarterly e-newsletter.
- Develop and execute a coordinated social media presence through Facebook, Twitter, LinkedIn, Instagram, and YouTube.
- Manage updates and develop new creative and branded content for the organizational website.
- Assist in the creative development of donor engagement and stewardship strategies
- Assist in marketing and communication strategies for Arthritis Research Canada's annual fundraising event
- Other related duties as assigned

Position Skills and Experience

- 2-4 years' experience in related field and/or 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
- Email marketing experience/ability to use an email marketing service/platform
- 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 raise the profile of our organization
- Proven project management experience an asset
- Positive, can-do attitude and self-motivated with the ability to work well independently

10 MONTH CONTRACT

This is a full-time position (Monday through Friday).

Arthritis Research Canada offers a competitive salary, benefits/or in lieu, and completion bonus.

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

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