

JOIN OUR TEAM



MARKETING COORDINATOR

WHO WE ARE

Downtown Van is a non-profit organization that represents 7,000 businesses and property owners in the central 90-block area of Vancouver's downtown core. Supporting them and making downtown Vancouver a place where everyone feels safe, drives us. Our team members are experts in economic development, community safety, placemaking, and events. We're passionate about making Downtown Vancouver a destination like no other. Much like Downtown Vancouver, we strive to make our office an environment where everyone feels safe. Diversity, equity, and inclusion are at the forefront of everything we do, and it is our priority to ensure that we always feel welcome.

Here at Downtown Van, we are passionate, collaborative, fun, and fast-paced! Be ready for team outings, outdoor movie nights, coffee runs, office dogs, evening events, and so much more. Your growth is important to us, which is why all full-time employees get access to a professional development fund. This can be used to attend conferences, take courses, and more. We are currently practicing a hybrid working model; however, this is subject to change.

THE POSITION

Reporting to the Marketing and Communications Lead, the Marketing Coordinator is responsible for providing social media and content creation support to the Marketing and Communications team and digital support to all business units within Downtown Van.

In this role, the Marketing Coordinator will work alongside all departments to bring their work to life using all forms of content creation and marketing, including but not limited to social media, photography, videography, blogs, campaigns, graphic design, email marketing, podcasting, and more.

DUTIES AND RESPONSIBILITIES

- Responsible for the management of Downtown Van's social media channels, including LinkedIn, Twitter, Facebook, Instagram, TikTok, and any future channels.
- Under the direction of the Marketing and Communications Lead, manages Downtown Van's monthly e-newsletter, including but not limited to researching new articles, conducting interviews, writing copy, sourcing photography, building the newsletter, and publishing to members.
- Assists with the maintenance of Downtown Van's website, including but not limited to its

web pages, blogs, articles, event listings, plugins, photography, and updates.

- Provides leadership in the planning and execution of all digital marketing campaigns, including paid and organic media.
- Assists the Marketing and Communication Lead in the production of Downtown Van's podcast, including researching, editing, marketing, and publishing content.
- Research and stay apprised of current trends in social media marketing, digital marketing, content creation, and podcasting.
- Responsible for analyzing and monitoring all social media metrics and social listening.
- Maintains a strong understanding of Downtown Van's brand guidelines and manages all external and internal graphic assets to ensure they meet correct guidelines.
- Assists with ad hoc photography and videography, including but not limited to Downtown Van events, projects, initiatives, and contests.

SKILLS AND KNOWLEDGE

- A degree or diploma in Marketing, Communications, Events, or a related field is preferred.
- Two years of experience in marketing, social media, or content creation.
- Strong communication, copywriting, and copyediting skills.
- Excellent organizational skills, with an enhanced ability to multi-task.
- Solid time-management skills.
- Strong project management skills, including planning, reporting, and execution.
- Exceptional attention to detail to ensure all elements of events are executed to the highest of standards and represent the brand effectively.
- Works well independently, thrives when leading, and can easily switch focus to working within a team.
- Proficiency in Microsoft Suite (Excel, PowerPoint, and Word).
- Excellent networking skills with the ability to interact naturally with senior-level business and community leaders.

- An understanding of the local corporate/sponsorship community would be beneficial.
- Knowledge of Adobe InDesign, Illustrator, and Photoshop is an asset but not required.

WORKING CONDITIONS

This role shares an office with a Downtown Van colleague and is currently working four days in the office and one day from home (subject to change). Standard business hours apply with an expectation to work evenings at various Downtown Van and other external events.

PHYSICAL REQUIREMENTS

Physical tasks associated with the role include walking to/from/between locations, walking while carrying items by dolly or by hand, and lifting objects up to 20 lbs.

APPLY NOW

Please send your resume and cover letter to sofia@dtvan.ca with the subject line: Marketing Coordinator.