

Ringette BC Marketing & Communications Consultant

Ringette BC is seeking an individual that is collaborative, independent, reliable, innovative and a self-starter. The ideal candidate will be an experienced consultant who has demonstrated the ability to efficiently grow and manage organizational social media accounts and digital community engagement, as well as experience in website management.

Ringette BC:

The BC Ringette Association (doing business as “Ringette BC”) has been leading the sport of ringette in BC for over 40 years. Ringette BC is a provincial sports organization and a registered non-profit society responsible for the administration, advancement and promotion of ringette throughout the province of British Columbia.

Ringette BC works in partnership with local, regional, provincial and national ringette organizations and sport system providers to create a safe dynamic environment for participation and development at all levels and for all age groups. This includes coordination and implementation of extensive athlete/participant, coach and officiating development opportunities based on new Long Term Athlete Development (LTAD) and Canadian Sport for Life (CS4L) concepts and standards. We work with our local associations and leagues to build both program and organizational capacity.

The Marketing & Communications Consultant Position:

This position is responsible for providing effective support to Ringette BC’s marketing and communications functions and projects. This includes the organization’s social media, specifically the strategy, creation and posting of content, as well as the tracking of social media analytics and general management of social media accounts. Review and management of the organization’s website will also be required of this position.

Primary Responsibilities:

- Creation and implementation of an organizational social media strategy, including digital marketing campaigns.
- Social media content creation and posting.
- Tracking and reporting of social media analytics.
- Occasional on-site social media coverage at Ringette BC events and programs as required.
- General website management.

Other Responsibilities

- Work in collaboration with the other Ringette BC staff and Provincial Ringette sport partners.
- Organize and participate in meetings when required.
- Develop resources as required.

Essential Qualifications

- Graduated from post-secondary education in marketing, digital marketing, business or a related program.
- 1-3 years working in social media management experience in:
- Designing creative engaging content.
- Creating a social media strategy and plan that is organized, structured and measurable.
- Creating digital marketing campaigns.
- Must have knowledge and demonstrated experience with various social media platforms (Instagram, Facebook, Twitter, TikTok)

- Extensive experience with Canva software.
- Experienced with Microsoft Office Suite (Word, Excel, OneDrive, Outlook).
- Must be legally allowed to work in Canada.
- Strong verbal and written communication skills.
- Must be available to work between 8 to 12 hours a week.

Asset Qualifications

- Previous working experience in a not-for-profit organization would be an asset.
- Knowledge and experience with the sport of Ringette would be an asset.

Position Details:

- Position Title: Marketing & Communications Consultant
- Contract length: 6 months with possibility of extension
- Reports to: Executive Director of Ringette BC
- Provincial Office Location: #258 – 6450 Roberts Street, Burnaby, V5G 4E1
- Hours of Work: 10 to 20 hours per week (flexible hours and days, based on social media coverage needs)
- Wage: \$25 per hour
- Employee type: Consultant

This position will not require you to be in the Ringette BC office on a regular basis but could require occasional in-person meetings. This position could require occasional work hours during evenings and weekends at events and programs providing social media coverage.

How to Apply?

- Position advertisement date: Tuesday, September 5, 2023.
- Closing Date: Tuesday, September 19, 2023
- Position commencement date: As soon as possible

Notes:

- Ringette BC appreciates the interest of all applicants, only those who are invited for an interview will be contacted.
- The applicant must pass a Criminal Record Check as a condition of hiring.

To be considered for this opportunity, please address your cover letter, resume and related documentation electronically to:

Matt Doherty
Executive Director, Ringette BC
executivedirector@bcringette.org