

JOB POSTING

Date: January 11, 2022

Competition: #21-89A

APPLICATIONS ARE INVITED FOR THE FOLLOWING FULL-TIME REGULAR POSITION

Position:	Marketing & Communications Advisor
Division:	Communications and Marketing
Location:	New Westminster Campus
Reporting To:	Senior Manager, Communications and Marketing

We're looking for a Marketing & Communications Advisor who wants to be part of team devoted to supporting safer communities and a more just society. We're the team that promotes awareness of JIBC, its many career paths and continuing education opportunities for people who want to make a difference in the world. From police officers, to firefighters, paramedics, and emergency managers, to counsellors and conflict resolution experts, when you work at JIBC you can be assured your work will have meaningful impact.

We are eager to advance our contribution, expand our creativity and benefit from your strategic approach, ideas, understanding of marketing, writing and visual storytelling skills! We are finalizing a new approach to our work and to our brand and there will be no end to opportunity for you. You'll work with a collaborative team of colleagues and our enthusiastic internal clients, who are also passionate about helping share our educational offerings and services. We offer a competitive salary, great benefits, and generous remote work options.

Justice Institute of British Columbia:

Justice Institute of British Columbia (JIBC) is Canada's leading public safety educator with a mission to develop dynamic justice and public safety professionals through its exceptional applied education, training and research. JIBC offers internationally recognized education that leads to certificates, diplomas, bachelor's degrees and graduate certificates; exceptional continuing education for work and career-related learning and development; and customized contract training to government agencies and private organizations worldwide. Each year, over 36,000 students study at one of JIBC's six campuses in B.C., through online education, and at locations in more than 150 BC communities, as well as sites across Canada and around the world. Our education contributes to safer communities and a more just society by providing professionals with the knowledge, skills and abilities to excel at every stage of their careers and make a difference every day.

Summary:

This position creates and oversees marketing and communications plans and activities for a portfolio of internal clients responsible for the Institute's program and course offerings, and student support services. The position also participates in JIBC-wide marketing activities. Working closely with programming staff in the School and Divisions, the incumbent creates and implements marketing and communications plans and content that ensure an integrated and strategic approach to promoting JIBC and its many offerings using a variety of approaches, tactics, and measurements, including digital media, email marketing, social media, web analytics, and print, to ensure an optimal return on investment.

Primary Responsibilities:

- Create and implement marketing plans in order to increase awareness, and promote programs, courses and events in order to enhance the JIBC reputation, grow student enrolments and increase contract training;
- Lead, develop & implements digital marketing strategies, including content planning and creation, creating, posting and monitoring;
- Write compelling content for multiple channels/mediums including website, social media, email and print marketing collateral;
- Working in collaboration with programming staff, conduct market research, create strategies to attract new audiences and markets, and launch programs and events;
- Participate in the development and monitoring of marketing budgets for the Schools and Divisions in the portfolio; create project plans, event budgets and work plans for marketing campaigns and special events;
- Oversee the development and maintenance of webpages, including content writing, to ensure they meet the needs of prospective and current students and clients;
- Develop and apply metrics to measure and evaluate success of marketing efforts;
- Identify opportunities to collaborate, create efficiencies, and ensure marketing efforts amplify the reputation of JIBC;
- Support the marketing needs for special events, trade shows and conferences to increase awareness and recruit new students and clients;

- Work with internal and external experts in graphic design, digital and multimedia, to identify, create and disseminate value added content, digital marketing, posters, print materials, and advertisements;
- Other related duties as assigned.

Qualifications & Requirements:

- Marketing or Communications diploma or undergraduate degree with a minimum of five years' related experience in all aspects of developing, maintaining and measuring the success of marketing strategies to meet organizational objectives; or an acceptable equivalent combination of education, training and experience;
- Demonstrate a thorough understanding and expertise in using digital advertising tools including Google Ads Manager, Facebook Ads, LinkedIn Ads, and Hootsuite;
- Strong understanding of market research, customer and market dynamics and requirements; preferably as applied in the post-secondary education and/ or not for profit sector;
- Thorough understanding of branding principles, digital marketing, social and multimedia campaigns, and web analytics as it relates to the wide range of marketing and promotion strategies and tactics;
- Proven ability to design, develop, write, and implement strategic marketing plans and supporting tactics and measurements;
- Superior written and oral communication skills, including copywriting, coupled with highly developed interpersonal skills;
- Proficiency in Microsoft Outlook, Word, Excel and MS Teams;
- Knowledge of Qualtrics Survey and Colleague or similar evaluation and student information systems;
- Familiarity with Drupal (or similar software);
- Knowledge of and ability to use email marketing software such as Campaigner;
- Knowledge of and previous experience working with CRM systems is preferred;
- Strong project management skills with demonstrated ability to set priorities with tight deadlines and high client expectations;
- Ability to quickly grasp complex technical and business concepts and express them in clear language;
- Self-motivated, flexible and open to changing priorities and managing tasks simultaneously with compressed deadlines.

If selected for an interview, a presentation of a portfolio of the candidate's previous examples of marketing plans with tactics may be requested.

We offer a total compensation package that includes Extended Health and Dental Benefits, and enrollment in the Municipal Pension Plan after six months. In addition, we offer 15 vacation days annually (pro-rated in first year), as well as generous other leave entitlements.

Salary Range: \$57,342 to \$65,333 annually (BCGEU Salary Grid 20) based on a 35 hour work week

Posting Date: January 11, 2022

Closing Date: February 1, 2022

Please submit a resume/CV, cover letter and copies of academic credentials, quoting Competition #21-89A, via email to hr@jibc.ca.

Please feel free to contact Liz Verhoeve (lverhoeve@jibc.ca) for more information about this position.

Justice Institute of British Columbia is an equal opportunity employer and is interested in broadening the diversity of its staff. We encourage applications from visible minorities, Indigenous peoples and persons with disabilities.

