



Date: December 15, 2023

Competition: # 23-107A

**APPLICATIONS ARE INVITED FOR THE FOLLOWING
FULL-TIME REGULAR POSITION**

Position: Marketing & Communications Associate (Position #1000399)
Division: Brand, Communications & Engagement
Reporting To: Senior Manager, Brand & Marketing

Justice Institute of British Columbia:

The Justice Institute of British Columbia (JIBC) is a public, post-secondary institution that provides education and training to those who'll be there to support British Columbians and others around the world, when a life is at stake or when health, safety or property is in jeopardy. Work for JIBC and be a part of the big picture – supporting justice and public safety professionals at all stages of their careers in fields including law enforcement, firefighting, paramedicine, security and emergency management.

As a JIBC employee you'll play a role in our educational programming, which also includes complementary and related areas of study – from conflict resolution, mediation, leadership and counselling, to cybersecurity, business intelligence, and tactical criminal analysis – as well as applied research in the justice and public safety fields. Join our team and help us prepare JIBC graduates to contribute to safer communities and a more just society.

Position Summary:

The Marketing & Communications Associate provides digital marketing, internal and external communications, and departmental support to the Brand, Communications & Engagement department. The primary goal of the Marketing & Communications Associate role is to facilitate effective digital communication and engagement. This encompasses activities such as maintaining a responsive and professional presence on social media, ensuring consistent content posting, and providing data-driven insights through performance reports. The role also supports internal communication needs through web and intranet training, digital display management, and e-newsletter campaigns. Equally importantly, it serves the goal of streamlining departmental operations by offering administrative support, managing digital files, and ensuring efficient document preparation. In the realm of marketing and communication, the role strives to create compelling content, assist in organizing events, and conduct research to enhance campaign development.

Primary Responsibilities:

Digital Communication Support

- Monitors comments across social media accounts daily and responds to social media comments, messages, and inquiries in a timely and professional manner.
- Ensures social media content is posted as defined by editorial calendars and marketing and communication campaigns
- Prepares monthly reports with statistics and results for each social media account

- Provides monthly web site and intranet user training for staff and faculty and prepares monthly website and analytics reports
- Helps create and maintain intranet presence for Brand, Communications & Engagement team.
- Distributes weekly all-staff newsletter

Departmental Support

- Provides administrative support to the Brand, Communications & Engagement team.
- Codes expense invoices and submits them for approval on a monthly basis
- Schedules and books meetings, including catering when required
- Creates PowerPoint Slide decks for Senior Manager, Brand and VP, Brand, Communications and Engagement
- Triage public enquiries and provides standard responses as required

Marketing & Communications Support

- Uses Canva to create content for social media platforms and digital displays to support campaigns
- Provides logistical support to Marketing Advisors and Communications Specialists to organize quarterly all-staff meetings, staff professional development days, recruitment fairs and events
- Supports Marketing Advisors in creating and posting content, included event listings, content updates and alerts
- May be asked to conduct research to support campaign development

Qualifications & Requirements:

- Diploma or Bachelor's degree in digital media/design, communications or a related field
- A minimum of one year's experience supporting a marketing or communications function, including social and web content management, preferably in a post-secondary environment.
- Familiarity with content management systems such as Drupal or Wordpress.
- Familiarity with social media management platforms such as Hootsuite, Sprout Social or DashThis.
- Familiarity with newsletter platforms such as Campaigner or MailChimp and with Google Analytics
- Proficiency with Microsoft Office Suite, including Powerpoint.
- Experience with Trello or Planner an asset.
- A creative flair with interest experience in designing and/or writing copy for social or other digital media.
- Strong organizational skills and eye for detail.
- Strong written and spoken English.
- Ability to move boxes up to 25lbs

This is a regular, full-time (35 hours per week) position and offers a hybrid work arrangement. There will be an option for a Modified Work Week upon successful completion of the probationary period.

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: \$49,054.95 to \$55,522.53 annually (BCGEU Position – Grid 11)

Posting Date: December 15, 2023

Closing Date: Open until filled with a first review of applications on January 2, 2024

Please feel free to contact Lynette Hawksley at lhawksley@jibc.ca for more information about this position.

PLEASE SUBMIT YOUR RESUME TO PEOPLE & CULTURE at hr@jibc.ca NOTING THE COMPETITION NUMBER IN THE SUBJECT LINE.

Justice Institute of British Columbia believes in creating accessible programming, workplaces and spaces that reflect the community we serve. Our desire is to continue to build an inclusive culture that encourages, supports, and celebrates the diverse voices of our employees and students and where everyone feels empowered to share their experiences and ideas.

We encourage applications from members of groups that have been marginalized on any grounds named under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or a person of Indigenous ancestry.



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