



Marketing, Communications – 2025 Assistant

Role Details

Department:	Marketing & Communications	Start Date:	February 3, 2025
Reports to:	Marketing & Communications Manager Marketing & Communications Coordinator	End Date:	Dec 31, 2025

About the B.C. Wildlife Federation

The B.C. Wildlife Federation (BCWF) is British Columbia’s leading conservation organization. As a province-wide, member-driven, charitable organization, with over 43,000 members and more than 100 member clubs, our organization represents the interests of all British Columbians who aim to protect, enhance, and promote the wise use of the environment for the benefit of present and future generations.

Job Overview – Marketing, Communications Assistant

Do you have a passion for hunting, fishing, and all things outdoors? Do you want to play an important role supporting wildlife conservation, habitat restoration, and sustainable harvesting?

Are you looking for an opportunity to support, and being mentored by, a driven, high-performance team of collaborative industry communications professionals?

The B.C. Wildlife Federation’s Marketing and Communications team is looking for a driven, energetic, outdoor enthusiast to join our teams as our 2025 Marketing and Communications Assistant.

The Marketing and Communications Assistant will be immersed in all areas of the department, supporting projects ranging from social media and public relations to fundraising and marketing strategy. Our dynamic and highly collaborative approach to teamwork creates significant opportunities for group learning. The role will provide the opportunity to work on marketing plans, content creation, writing, and advertising.

To support a workforce that reflects the diversity of our community, women, Indigenous Peoples, racialized individuals, persons of diverse sexual orientation, gender identity or expression (LGBTQAI2S+), persons with disabilities, and others who may contribute to the diversity of our workforce are encouraged to express their interest and apply. *This position is funded by the Canada Summer Jobs Program.*

Qualified candidates may submit their resume, cover letter, and formal or informal writing sample (sample 1 page max.) as a single PDF document to jobs@bcwf.bc.ca

Applicants must apply by January 24th, 2025

We thank all applicants for their interest and advise that only those selected for an interview will be contacted.

Marketing, Communications – 2025 Assistant

For more information, you may contact:

Philippe Jeanjean
Marketing and Communications Manager, B.C. Wildlife Federation
T: 604.882.9988 ext. 222 | philippe.jeanjean@bcwf.bc.ca

Core Responsibilities

External Communications & Media:

- Research, create, write, design, and publish marketing content to various BCWF marketing channels, including social media posts, biweekly newsletters, targeted promotional emails, videos, print publications, our bi-monthly magazine content submission, press releases and website content
- Attend events, including trade shows, member events, and educational courses
- Using member database tools, coordinate, edit and contribute content for emails
- Assist in representing and projecting BCWF's voice and values

Internal Communications:

- Support development and evaluation of communications strategies, including researching action plans, projects, campaigns and events
- Using social media management and monitoring tools, track and analyze communications efforts for efficiency, reach, and engagement
- Assist in preparing key messages and communications plans for emerging issues, initiatives and campaigns
- Assist in creating SMART goals and setting measurable key performance indicators (KPIs) to assess and engage the public's awareness of BCWF
- Contribute to various membership and volunteer recruitment & retention strategies, action plans, projects, campaigns and events
- Assemble briefings and reports for project teams and meetings
- Support department project leads as needed

Competencies and Skills

Requirements:

- Must be a Canadian citizen, permanent resident, or person whom refugee protection has been conferred under the Immigration and Refugee Act; and have a valid Social Insurance Number at the start of employment, and be eligible to work in B.C.
- Access to vehicle is an asset (but not required)
- Must have reliable internet connection for work from home conditions.

Education:

- A combination of work experience and education will be considered for this role.

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Knowledge, Skills and Abilities:

- Strong personal alignment with BCWF’s mission, goals, and values (applicants are strongly encouraged to review our website for further details on these topics)
- Must have excellent written and verbal communication skills, including a professional demeanor and a positive attitude
- Experience in writing, marketing, and social media is considered an asset
- Familiarity with (and/or willingness to learn) new technology, social media tools, software programs and other business applications such as Sprout Social, Canva, Meltwater, and Raiser’s Edge
- Strong work ethic with the desire to learn, collaborate, and innovate
- Must be extremely well-organized, analytical, flexible, and detail-oriented, with the ability to manage multiple priorities and meet tight deadlines
- Must be a self-starter, capable of working well independently as well as within a dynamic, multi-faceted team environment
- Must be able to keep strict confidentiality and sign an oath of confidentiality
- Where necessary, must be willing to work evenings, weekends, and extended hours to accommodate activities and events of the Federation.
- Must have proficiency working in a Windows/Microsoft environment, including Word, Excel, Outlook, Teams, PowerPoint, and Adobe Acrobat.

Additional Assets:

- Experience with public outreach and engagement
- Experience with creative/informal writing, photography, and videography
- Creative and able to produce aesthetically-pleasing printed and electronic communication materials (e.g. posters, graphics, etc.)

Position Terms & Compensation

Position Terms:

This full-time (40 hours/week), temporary position is based at the B.C. Wildlife Federation office in Surrey, B.C. (101-9706 188th Street).

Compensation:

Starting at \$22/hour (note: some weeks may require more time than others – weekend work is occasionally required, with extra time off credited).