

Marketing and Communications Manager**Role Details**

Department:	Marketing and Communications	Contract Type:	Permanent, Full Time
Reports to:	Executive Director	Start Date:	TBD
Compensation:	\$70,000 - 80,000/ annually		

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 40,000 members and more than 95 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. BCWF organization pillars lean on Community, Advocacy, Governance, Education and Stewardship.

Job Overview

The Marketing and Communications Manager leads the development and execution of integrated marketing and communications strategies that strengthen BCWF's reputation, increase public awareness, and support organizational growth. This role oversees campaigns from research and ideation through execution, measurement, and optimization, ensuring that messaging and creative consistently reflect BCWF's brand, mission, and strategic priorities. The Manager provides marketing and communications leadership across departments and programs, including Business Development, Programs, Conservation Stewardship, and Event Management, identifying opportunities to effectively reach and engage key audiences. The role is responsible for monitoring campaign performance, analyzing audience and market insights, tracking key performance indicators, and using data to inform strategic decisions. The Manager oversees marketing and communications budgets, coordinates specialized external vendors and agencies, and ensures resources are effectively allocated to support organizational objectives. This position also provides strategic oversight of BCWF's digital presence, including social media, email marketing, website, digital advertising, CRM and member-focused mobile platforms, while supporting the development of compelling content and experiences that strengthen engagement, membership, fundraising, and public support.

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 (2SLGBTQIA+), persons with disabilities, and others who may contribute to the diversity of our workforce are encouraged to express their interest and apply.

Qualified candidates may submit their resume and cover letter as a single PDF document via email to: Jobs@bcwf.bc.ca. Please indicate candidate's name in the subject line. E.g. [MarketingManager_FirstName_LastName](#).

We will review applications and conduct interviews on the rolling basis, and we encourage applicants to apply early.

Core Responsibilities

Leadership

- Collaborate on departmental scorecards, performance metrics, and reporting to monitor progress and support data-driven decision-making.
- Collaborate with the Senior Leadership Team to align marketing and communications strategies with organizational priorities and translate them into actionable plans.
- Provide regular updates and reports to senior leadership, the Board of Directors, and relevant teams on departmental activities, progress, and performance.
- Oversee the marketing and communications team, ensuring accountability for the quality, consistency, and alignment of all content, messaging, and deliverables.

Marketing & Communications

- Collaborate with departments to identify marketing and communications needs, develop solutions, and implement effective campaigns using industry best practices.
- Lead market research and audience analysis to identify target audiences, optimize messaging, and select effective channels and engagement strategies.
- Develop, implement, and evaluate integrated marketing and communications strategies and tactical plans aligned with BCWF's strategic priorities and stakeholder needs.
- Establish measurable goals, objectives, and performance indicators to increase public awareness, engagement, and understanding of BCWF's initiatives, programs, and conservation efforts.

Media Relations

- Translate complex marketing objectives and organizational priorities into compelling, newsworthy narratives, developing and distributing press releases, media kits, fact sheets, and other materials to proactively secure media coverage for BCWF initiatives.
- Lead media relations activities, including planning media launches, coordinating interviews, and serving as or supporting designated spokespersons, ensuring all communications align with BCWF's mission, mandate, and long-term strategic vision.

Social Media

- Develop, oversee, and implement BCWF's social media strategy across relevant platforms to increase brand awareness, drive website traffic, and support membership growth, fundraising, and public engagement.
- Lead the development and execution of social media content, messaging, and creative, using Sprout Social to manage content scheduling, monitor engagement, and evaluate performance against established KPIs.
- Utilize Social Media Dashboard (Sprout Social) to schedule social media content and track effectiveness.

Financial Strategy

- Develop and present the annual Marketing and Communications plan and budget, ensuring alignment with organizational priorities and reporting to the Executive Director, Director of Finance & Administration, and Board of Directors as required.
- Oversee departmental expenditures, budget management, and financial forecasting to ensure fiscal accountability and effective allocation of resources.

Knowledge, Skills and Abilities:

- **Marketing & Communications Leadership:** Proven experience in a Marketing and Communications Management role, preferably within a non-profit, charitable, membership-based, or mission-driven organization, with demonstrated success developing and executing integrated marketing and communications strategies and campaigns.
- **Strategic & Data-Driven Marketing:** Strong experience in market research, audience segmentation, tactical planning, campaign evaluation, and using analytics, KPIs, and performance insights to optimize organic and paid marketing initiatives.
- **Digital Marketing & Content:** Demonstrated expertise across social media, email marketing, digital advertising, website content, mobile applications, and CRM platforms, with the ability to develop compelling, audience-focused content and manage campaigns across multiple channels.
- **Technical Proficiency:** Proficiency with Microsoft Office and marketing, communications, analytics, design, and digital platforms, including **Sprout Social, Meltwater, WordPress, IMIS, Stripo, Canva, Clowder, Meta Ads Manager, Google Analytics, and Google Ads**. Experience with Adobe Creative Suite is an asset.
- **Communications & Brand Management:** Exceptional written and verbal communication skills, with the ability to translate complex organizational initiatives into clear, compelling messaging and ensure communications consistently reflect BCWF's brand, mission, and strategic priorities.
- **Relationship & Stakeholder Management:** Proven ability to build and maintain effective relationships with senior leadership, Board members, staff, volunteers, members, donors, business partners, government agencies, and external vendors, while managing multiple priorities, projects, budgets, and deadlines.
- **Mission & Sector Knowledge:** Genuine interest in wildlife conservation and/or outdoor recreation, with an understanding of the interests and needs of BCWF's diverse membership and stakeholder communities. Knowledge or experience related to hunting and fishing is an asset.