



Dan's Legacy – Marketing and Communications Manager Temporary Maternity Leave Replacement Job Description

Position Summary:

Dan's Legacy is actively seeking a dynamic and experienced Marketing and Communications Manager for a temporary full-time role, covering maternity leave from April 8 to November 14, 2024. There is potential for an extension.

The Marketing and Communications Manager serves as the brand manager for Dan's Legacy, taking charge of promoting our programs and services to both external and internal stakeholders. Operating primarily in a remote capacity, this role reports directly to the Executive Director. This position leads the development and supervision of all marketing and communications strategies for the Foundation. Join us in driving impactful outreach and communication initiatives.

Brief Overview of Responsibilities:

Marketing

- Editorial Calendar Management: Spearhead our annual Editorial Calendar, ensuring strategic planning and timely execution
- Monthly Marketing and Communications Audit: Conduct a comprehensive monthly audit to refine and enhance our marketing and communications strategies
- Annual Fundraiser Planning: In collaboration with the Events Manager, develop a robust annual marketing and communications plan specifically tailored for our annual fundraiser
- Social Media Content: Take charge of our presence across platforms including Instagram, Facebook, LinkedIn, and Twitter (X). Actively engage with our audience by responding to comments and questions
- Analytical Reporting: Generate detailed analytics reports for bi-monthly Board meetings, providing valuable insights into the performance of our social media initiatives

Website

- Quarterly Content Audit: Conduct thorough reviews of existing content to ensure relevance, accuracy, and alignment with our goals
- Best Practices Implementation and Website Updates: Stay current on industry best practices and proactively implement them to enhance website performance and user engagement
- Take charge of regular updates to ensure the website reflects the latest information and maintains optimal functionality
- Identify Blog Opportunities: Proactively seek and propose opportunities for blog updates to keep our content fresh and aligned with our brand messaging

Graphic Design

- Collateral Design: Craft visually compelling designs for all facets of our programs, administration, and the annual Chefs' Charity Dinner fundraiser. This includes program materials, signage, and various collateral in digital and print
- Proficiency in Design Tools: Demonstrate advanced proficiency in graphic design tools such as Adobe Suite: Illustrator and InDesign to bring creativity and innovation to our visual communications
- Service Excellence: Uphold a high standard of service delivery with deadlines, ensuring that our foundation and partners receive top-notch visual assets that effectively convey our message and branding



Photography/Videography

- Experience in shooting stills and videos to create captivating visual content that aligns with our brand identity
- Editing proficiency to refine and enhance captured moments
 - A Canon DSLR camera will be provided

Administrative Duties

- Presentation and Report Preparation: Craft presentations, templates, and reports to facilitate effective communication and documentation
- Meeting Support: Take detailed minutes during staff meetings, ensuring accurate and comprehensive records of discussions and action items
- Virtual Meeting Coordination: Schedule and distribute invitations for virtual meetings,
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 - contributing to the smooth facilitation of remote collaboration
- Record Management: Maintain administrative management records, ensuring accessibility and accuracy for streamlined operations

Manage Media Relations Portfolio

- Relationship Development: Cultivate, sustain, and nurture relationships with both traditional and digital media outlets, as well as individual journalists
- Story Development and Pitching: Conduct thorough research, articulate compelling narratives, and effectively pitch story ideas to the media, ensuring our key messages are strategically communicated
- Media Monitoring: Monitor media coverage, curating comprehensive lists to stay on top of relevant news and trends
- Impact Stories Database: Establish and maintain a dynamic database of impact stories, showcasing the positive influence and outcomes resulting from our programs

Qualifications & Requirements:

- Flawless written and verbal communication skills
- 2 - 3 years of work experience in the not-for-profit or corporate sector including the handling of corporate communications, original writing, editing and public relations
- Excellent understanding and familiarity with brand building and brand management
- Ability to manage and co-ordinate the end-to-end development process while meeting deadlines and budget requirements
- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines
- A well-defined sense of diplomacy, including solid negotiation, conflict resolution, and people management skills
- Able to demonstrate above average computer literacy in standard office software programs, i.e., Word, Excel, Zoom, e-mail, and smartphone applications for administrative duties
- Proficiency in basic graphic design
- Familiarity with photography and videography an asset
- Ability to travel to different locations throughout Metro Vancouver on occasion
- Ability to work remotely from home office



- A successful criminal record and vulnerable sector check will be required prior to the start of employment

Interpersonal Skills:

- Attention to detail
- Organizational skills
- Problem solving skills
- Ability to work independently
- Adaptability & flexibility
- Teamwork & cooperation
- Dependability & responsibility

Salary: \$60,500 per year

About Dan's Legacy

Dan's Legacy provides trauma-informed and culturally sensitive counselling and life-skills programs to youth at risk in Metro Vancouver. These young people, aged 15 to 25, are at significant risk of overdose, self-harm, homelessness, and suicide. Dan's Legacy's therapy and outreach teams go directly to the youth wherever they are, we aim to maintain a no-wait list, and all our services are free. In the past year, Dan's Legacy helped over 600 youth stabilize their mental health, and begin working towards their educational, employment and recovery goals.

For more information about Dan's Legacy:

- www.danslegacy.com

Dan's Legacy is an equal opportunity employer, and we attempt to hire employees who reflect the diversity of our clients - Indigenous, Black, Hispanic, South Asian and LGBTQ2S+ candidates are encouraged to apply. We respectfully and gratefully acknowledge that our work takes place on the unceded, and traditional territory of the Coast Salish peoples.