

North Vancouver Chamber

Membership Promotion & Communications Manager

This is an exciting opportunity to support a diverse community of local entrepreneurs, businesses and not for profit employers in North Vancouver. As our subject matter expert on communications and membership promotion, you will play a key role in supporting the North Vancouver Chamber relationships with our members and partners in the community.

Who you are:

You are an experienced individual who has an enthusiasm and curiosity for the people running our local North Vancouver businesses. You like to learn about and contribute to your community. You seek the joy gained from engaging with and helping people. That positive community spirit is matched by a desire to convey the support and opportunities available to them through the North Vancouver Chamber.

Ideally you are energized with an entrepreneurial spirit and understand or have experienced what it takes for small business owners to succeed.

While a people lover, you are comfortable in a quiet work environment, well organised, able to juggle multiple projects at a time, to adjust on the fly and shift priorities as needs change.

Who we are:

As a community builder, the North Vancouver Chamber is a not-for-profit organisation that helps local businesses and not for profit employers succeed. We provide support, make connections, and lead through advocacy. North Vancouver Chamber is the largest business association on the North Shore - more than 90% of our members are small businesses, representing more than 25 business sectors and about 2/3 of the North Vancouver employment.

We support local businesses through events, seminars, workshops and through the information and resources they need to stay up to date and aware of the challenges and the opportunities available to them. We are also a leading advocacy voice of the business community in our region.

Our small-team office in the vibrant Lower Lonsdale / Shipyards area of North Vancouver is a quiet, productive, and flexible working environment. We support each other and look forward to welcoming a new member into our team.

Think you would be the perfect fit?

Then come and help our team deliver outstanding service at the North Vancouver Chamber!
We offer benefits and flexibility to meet the needs of your busy life.

We can't wait to hear from you!

Scroll down to view the complete job description!

GENERAL SUMMARY

Reporting to the CEO, the Membership Promotion & Communications Manager will lead and deliver in the development and execution of marketing and communication initiatives for the North Vancouver Chamber.

Using knowledge gained through an understanding of NV Chamber membership priorities, the person in this role will be responsible for the strategic and timely sharing of news and information that highlights and supports the effectiveness of NVC initiatives. The work will be done through the design and production of user-friendly, effective, and appealing materials including weekly electronic newsletters, website, social media, reports, member profiles and various other materials - for web, social media, and print.

You will also be responsible for developing relationships with members and potential members to ensure content creation remains relevant and attractive.

You will need to be an effective oral and written communicator, including having a natural inclination towards customer service. Collaborative team skills are essential to this role – as a small team/family, we all support each other when the need arises.

The North Vancouver Chamber is an organization that is capable of rapid adjustments to changing circumstances. While this job description is intended to reflect current responsibilities, you will recognize that we will continually adjust to reflect the needs of our community, so your initiative and adaptability is essential and appreciated.

KEY RESPONSIBILITIES

- Leads, plans, designs, and creates a wide variety of marketing and communications materials that support engagement with NVC, event participation, and community relevance.
- Creates and sends a weekly email newsletter, works to increase subscriber base, and uses email metrics to increase engagement.
- Identifies and pursues opportunities to promote NVC membership, programs and services.

- Works with staff to monitor and update the NVC website. Also required to partner with vendors to monitor, troubleshoot, and improve website functionality.
- Creates and manages relevant content for social media platforms. Familiar with the use of social media metrics to increase effectiveness of campaigns.
- Prepares and implements an annual NVC membership engagement and communications plan.
- Implements effective evaluation tools to assess the impact of marketing and communications activities and provides recommendations for improvement.
- Organises and maintains a variety of computer files related to the work.
- Performs other duties as assigned which are directly related to the major responsibilities of the job.

REQUIRED KNOWLEDGE, SKILLS & ABILITIES

- Excellent communication skills – written and spoken.
- An enthusiasm for work with a wide range of people and roles in a professional and friendly manner.
- A strong commitment to service excellence through problem solving.
- Confident with Microsoft Office (Word, PowerPoint, Excel)
- Email / Web:
 - Experience in email marketing and creating effective email newsletters.
 - Knowledge and experience working with content management systems (Constant Contact)
 - Website management and design.
- Social Media: Social media strategy development and management, content creation experience & reporting on Instagram, LinkedIn, Facebook, and Twitter (X).
- Design:
 - Ability to design and produce visually pleasing materials, and related documents using a variety of software.
 - Bonus: Adobe Creative Suite, Photoshop, Canva, InDesign, Acrobat.
- Detail-oriented with excellent organizational skills; must possess the ability to plan, prioritize and perform multiple concurrent duties with deadlines.
- Must have the ability to work independently, have confidence in decision-making, and be a self-starter.
- Bonus / nice to have:
 - Experience using photo/video equipment, including basic video editing skills.
 - Basic experience with coding.

REQUIREMENTS

- Post-secondary degree / diploma or proven recent experience in communications, marketing, graphic design, or a related field.
- Related experience in communications, marketing, media relations, social media, membership engagement and public relations. (2 years minimum)
- Ability to access/commute to Lower Lonsdale office.

DETAILS

- Position: Membership Promotion & Communications Manager
- Status: Regular Full-Time or mutually agreed schedule
- Hours of work: 40 hours per week or as mutually agreed.
- Location: As an organisation focussed on service to a community, being part of our Lower Lonsdale office environment will be the priority, but we offer flexibility in how and where you work and will be happy to discuss options that fit your life needs.
- Posting Date: September 20th, 2023
- Closing Date: when position filled.
- Start Date: TBD

TO APPLY

We welcome your interest. Show us your stuff! Send us your application including a detailed resume outlining and demonstrating your experience, qualifications, and other relevant information to hr@nvchamber.ca

We thank you for your interest. We will do our best to acknowledge receipt of all applications, but beyond that, only those selected for an interview will be contacted.