

Job Posting

Marketing Specialist – WorkBC Employment Services Program

Working primarily from our Westshore office, 28.0 hours per week, Monday to Thursday

About WorkLink:

WorkLink has been providing government sponsored employment services to the residents of the Westshore since 1978. In 2008, our services expanded to include the communities of Sooke and surrounding areas including Jordan River and Port Renfrew. We are also pleased to provide aboriginal outreach services to the First Nations Communities of Beecher Bay, T'Souke and Pacheedaht. Our non-profit organization, governed by a volunteer Board of Directors chosen from leaders in the community, is funded through a variety of federal and provincial government initiatives.

About the Program:

The WorkBC Employment Services Contract, provides services as part of the WorkBC Employment Services program and includes service awareness and marketing activities, as well as service delivery to Clients located in all communities in BC either in-person, via outreach or virtually. The purpose of the WorkBC Employment Services program is to provide employment and labour market services and supports to individuals, employers and communities to achieve the following outcomes: Clients become more independent through sustainable employment; and to contribute to an inclusive and progressive economy by helping employers and communities develop a strong work force.

About the Position:

The Marketing Specialist works as a member of the labour market information team under the direct supervision of the Community Relations/LMI Coordinator. Team members ensure all service delivery channels are utilized in their roles: Centres; Outreach; and WorkBC Virtual. The Marketing Specialist must ensure that all clients will have access to high quality services, for which Ministry Policy will be applied, in the same way, regardless of where and how services are accessed.

Main Focus:

- Be available to work flexible hours in alignment with community events and associated deadlines
 - Be Internal Subject Matter Expert on external funding body policy and systems process as it relates to program marketing and promotions
 - Complete all marketing/advertising plans, including the negotiation of long term advertising campaigns
 - Comply with all external agency/funding body graphics standards
 - Monitor/input all social media platforms; oversees all social media and website accounts as content and layout administrator
 - Provide a monthly report on all promotional/marketing activity for the Board and external funders
 - Support the Director of Programs in the communication/marketing of all services as outlined in the agency Employer Outreach Plan and the Service Awareness & Marketing Plan
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Credentials and Requirements:

- minimum two (2) years experience in marketing and/or communications, preferably in an employment support setting;
 - familiarity with local and regional employers; knowledge of labour market trends, employer or emerging community needs; employer relations; or a post-secondary certificate in marketing or communications.
 - preference will be given to applicants with Degrees directly related to marketing or communications
 - strong background in social media, traditional media and application of marketing/promotional strategies
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- Cover letter and resume may be submitted to pdoukakis@worklink.bc.ca no later than **Friday, February 15th at 4:30pm.**
- Only those with a minimum of two (2) years of direct experience will be shortlisted for consideration.
- This position is open to all interested applicants and requires a vulnerable sector criminal record check.

***WorkLink values the diversity of the people it hires and serves... we foster a workplace where individual differences are recognized and respected, while utilizing each person's talents and strengths.
The more inclusive we are, the better our work will be.***