

## SCHEDULE A

### Job description and specification for Marketing & Communications Manager

Position: Marketing & Communications Manager  
Reporting to: Director of Operations  
Direct Reports: 2 Marketing Coordinator and Website & Multimedia Designer

#### Who we're looking for

Are you an entrepreneur at heart? Do you thrive at coming up with big ideas and making them happen? Are you energized by the challenge to find solutions, for example, on how best to connect with and engage a broad audience?

With a strong value proposition in place and a strategic goal of achieving full brand recognition as the premier construction centre of excellence in Canada, the Vancouver Regional Construction Association (VRCA) is looking for an accomplished, creative leader to manage its expanding Marketing & Communications Department, communicate value, drive participation and revenue growth and elevate VRCA's presence in the marketplace and in media.

#### About us

With over 750 members, VRCA is British Columbia's largest and most inclusive regional construction association. We serve the small, medium and large union and open-shop businesses that operate in the industrial, commercial, institutional and high-rise residential construction sectors in B.C.'s Lower Mainland. Our small team lives and breathes strong core values and shares a passion to serve our members every day.

#### Primary responsibilities:

a. Leadership and accountability

At VRCA, we have invested heavily in honing our delivery of programs, services and all associated communications so that our application of time and funds results in tangible member value and successful business results.

The Marketing & Communications Manager will lead the Marketing & Communications Department and be accountable for ensuring that our value proposition is always compelling and clearly articulated so that members and prospects alike understand that membership of VRCA is an integral way for them to stay informed and ahead of their competition and to meet the ever-evolving demands of the industry. Specifically, the Manager will:

- Join VRCA's senior leadership team, participate in weekly, quarterly and annual planning sessions to establish, review and map progress against organizational Key Performance Indicators (KPIs).
- Work closely with all departmental managers to understand and deliver departmental marketing and communications needs.
- Lead the marketing team, establish performance standards and KPIs to ensure quality, consistency and on-time delivery of all departmental output and compliance to brand and marketing standards.

## b. Marketing and communications

The Manager will understand VRCA's strategic marketing and communications plan, and apply their business acumen, analytical skills and creativity to take a lead role in the development and execution of all tactical marketing and communications initiatives, ensuring financial budgets are achieved. Specifically, the Manager will:

- Produce edgy, engaging, compelling and tailored content for various communication channels, that include email, newsletter, marketing collateral, website and social media that:
  - Communicates the value of the programs and services offered in each of VRCA's Educate, Advocate and Facilitate strategic pillars;
  - Ensures members' projects and achievements receive the profile they deserve; and
  - Increases overall audience engagement and revenue growth.
- Work closely with the Marketing Coordinator and the Website & Multimedia Designer, to plan and execute a schedule of timely and effective marketing campaigns that support all departments, products and services.
- Leverage various tools and analytics to monitor/assess the effectiveness of all marketing and communications strategies.
- Manage VRCA's affinity partner programs.

### **Qualifications:**

- Bachelor's degree in Marketing, Communications, Journalism or English Literature.
- Minimum 5 years of direct related experience.
- Minimum 2 years of direct supervisory experience.

### **Knowledge and experience**

- Excellent project management skills; proven ability to set priorities, multi-task, stay calm under pressure/deliver to tight deadlines, meet KPIs.
- Exceptional writing, editing and proofreading skills.
- Experienced in the use of Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Knowledge and experience with Adobe Creative Suite is considered an asset.
- Strong understanding of customer segmentation, SEO/SEM, website optimization, social media marketing, email marketing.
- Knowledge of the construction industry is considered an asset.
- Experience working for a not-for-profit is considered an asset.

### **Qualities**

- You are a natural leader, customer-centric and passionate about helping others succeed.
- You are a professional and have uncompromising attention to detail.
- You are entrepreneurial, creative, curious and resourceful.
- You are passionate about personal/professional development.
- You are comfortable working in a disciplined environment where responsibility and accountability for KPIs is the norm.

### **General**

- Hold a valid and clean BC Driving License; access to a vehicle is essential.
- Have flexibility to attend VRCA and non-VRCA daytime and evening events.
- Work is performed in a professional office environment.