



Department: Marketing & Communications
Title: Marketing Manager
Anticipated Start Date: March 2024

Position type: Management

Location: Lower Mainland

Reports to: Vice President, Marketing, Communications & Fund Development (temp) + Marketing & Communications Director (on mat leave).

Reporting to this position: Brand & Marketing Coordinator

Be inspired and inspire others. Build opportunities that change lives, including your own. Engage with people of all backgrounds so that others may be engaged. Be an integral part of one of the largest and most respected sport organizations in the world.

In this role, you will be a key leader on our Marketing & Communications team working collaboratively to bring attention and respect to our story and enrich the lives of individuals with intellectual disabilities through sport. The Marketing Manager leads and elevates our marketing activities, with key responsibilities for planning and analysis of the content and performance of SOBC's marketing channels. This position directly supervises the Brand & Marketing Coordinator, and works closely with the Marketing & Communications Director and VP to lead the marketing and communications team. The role involves close collaboration with all SOBC departments.

The successful Marketing Manager:

- Believes strongly in the Special Olympics mission, vision, and values.
- Leads content planning and performance analysis for SOBC's marketing channels including social media, email marketing, website, and advertising. Regularly reviews metrics to build content and process enhancements that elevate performance in order to achieve SOBC's vision and mission.
- Writes marketing and communications plans for various events and program initiatives. Supports the marketing activities of SOBC community programs.
- Collaborates with Director/VP to plan a powerful annual storytelling calendar (website articles and video content) to feed all marketing platforms.
- Oversees production of SOBC's digital assets (including video storytelling, photos, and digital multimedia), and marketing partnerships.
- Manages the execution of SOBC's annual advertising budget and plan in support of member recruitment, fundraising, and brand awareness.
- With Brand & Marketing Coordinator, oversees SOBC's brand and design management, ensuring consistent and powerful representation of Special Olympics across all creative.
- Overseeing the development of brand identity and creative for events and program initiatives as needed
- Ensures marketing innovation by proactively identifying sector trends and opportunities and implementing best practices.
- Proactively contributes to maintaining a positive organization-wide staff culture.



- Alongside Director, completes all requirements of a team manager for recruitment, hiring, reviews, improvement plans, and other activities facilitating team success. Provides direct supervision and guidance to the SOBC Brand & Marketing Coordinator.
- Represents SOBC in a professional and respectful manner in all settings.
- Undertakes other and additional duties as delegated by the VP, Fund Development, Marketing & Communications.

What you'll bring:

- Relevant degree or 5+ years' experience.
- 2+ years managing projects or people or a combination of both.
- Passion for powerfully featuring the stories of Special Olympics BC members and supporters, and for achieving sector-leading excellence in all marketing activities.
- High-quality interpersonal and communication skills.
- Experience with graphic design and video editing (ideally using Adobe Creative Suite) is required.
- Ability to make proactive, independent, and timely decisions within authority.
- Ability to manage multiple projects, deliverables, and deadlines with complete accuracy.
- Strong organizational skills and attention to detail.
- Strong computer skills and experience with marketing programs.
- Undergo a Criminal Record and Vulnerable Sectors Check.
- Valid driver's license.

This position will require you to work some evenings and weekends, and have some travel throughout B.C. At present, Special Olympics BC staff are working in a hybrid work from office/ work from home model. Special Olympics BC reserves the right to change this model in the future. The current salary range for this position is \$65,000 to \$75,000 (commensurate with experience) per year plus a comprehensive benefits package.

If this is your dream job, please send your resume and cover letter to hmaciver@specialolympics.bc.ca.

About Special Olympics BC

Special Olympics BC is dedicated to enriching the lives of individuals with intellectual disabilities through the power and joy of sport. To learn more, please visit www.specialolympics.bc.ca.

Special Olympics BC hires on merit and is strongly committed to fostering an inclusive workplace and equality and diversity throughout our community.

The Special Olympics BC provincial office is gratefully and respectfully located on the lands of the Coast Salish, Qayqayt, səliłwətaʔt təməxʷ (Tsleil-Waututh), Skwxwú7mesh-ulh Temíxw (Squamish), S'ólh Téméxw (Stó:lō), Stz'uminus, and xʷməθkʷəy̓əm (Musqueam) Peoples. We also recognize all traditional territories where Special Olympics BC members are working, living, and playing.