



Let your career SOAR with Wildlife Rescue!

Are you interested in being part of a PURPOSE-DRIVEN team with a passion for animals and wildlife?
Do you want to join a fast-growing organization making a big impact in BC?

We are looking for a **Marketing Specialist** to join our team.

In this dynamic role, you are empowered to bring your entrepreneurial spirit to work every day, where you can contribute to a small and dynamic team.

Wildlife Rescue values work-life balance;
we offer numerous values-driven employee perks and benefits to support our employees in being their best selves both in and out of the workplace.

Position Profile:

Our Marketing Specialist role is a full time, 40 hours per week, permanent position. Remote work opportunities are available, dependent on the candidate's work style and preferences.

Wage:

\$22.00 - \$24.00 per hour

Who YOU are:

You are a visionary and forward-thinking professional, with a passion for developing marketing campaigns that meet and exceed expectations, well versed in strategies that raise awareness, generate supporters, and engage the community.

You embrace the opportunity to bring new ideas and innovative approaches to a not-for-profit driven by our Mission, Vision and Values which we live and breathe every day.

Who WE are:

Established in 1979, Wildlife Rescue Association of BC is a leader in the rehabilitation of wild animals and is committed to educating the public on how to coexist peacefully with wildlife. Located in Burnaby, BC, we are western Canada's busiest wildlife rehabilitation centre, with over 5,000 animal patients admitted each year.

The Wildlife Rescue Association of BC is located on the ancestral and unceded homelands of the hən̓q̓əmiñəŋm̓ and Skwxwú7mesh speaking peoples. We are grateful for the opportunity to be on this beautiful, shared territory.

Employee Perks and Benefit:

- Professional development funding and opportunities
- Remote work opportunities
- Room for career growth
- 3 weeks paid vacation to start
- A competitive extended medical and dental benefits plan, which includes:

- Teleadoc medical services
- Employee Life insurance
- Access to Mental Health services including counselling, psychotherapy, and more

Highlight of Key Responsibilities

- Lead the development of strategic marketing plans, in collaboration with key members of our Fund Development team
- Oversee and implement strategic internal and external communications including direct marketing and advertising programs, community and media relations, publications, etc.
- Establish key performance indicators as well as monitor and report on the effectiveness of marketing campaigns using data and analytics based on marketing revenues to refine strategies and improve outcomes
- Liaise with key external media partners and advertisers for the purpose of maintaining and enhancing aspects of branding, marketing, design, writing, editing, or printing, as required

Key Qualifications & Experience

- Post-secondary degree or diploma in marketing, advertising, brand management or a related field
- Minimum 2-3 years of professional experience in marketing, ideally in the not-for-profit sector with a focus on developing and running comprehensive marketing campaigns
- Computer skills: Proficient in MS Office; experience with Salesforce Pardot a strong asset
- Strong knowledge of various media platforms, current trends in both online and print marketing, and strategic brand management
- Strong analytical skills and ability to interpret data and make data-driven decisions
- Excellent written and verbal communication skills
- Ability to work well on own initiative, as well as collaborate successfully on a multi-disciplinary team
- Strong organizational and project management skills
- Demonstrated success in developing and executing marketing campaigns that drive fundraising efforts
- Passion for wildlife welfare and a commitment to the mission of Wildlife Rescue Association
- OR the right combination of skills and experience – we are looking for the right fit for our team and encourage all interested candidates to apply.

Note:

- All candidates must be willing to submit proof of current tetanus and COVID-19 vaccination and to obtain criminal record check as per policy.
- WRA is an Equal Opportunity Employer committed to Diversity, Equity and Inclusion; It is WRA's policy to provide equal opportunity for all qualified employees and applicants for employment without regard to race, colour, religion or creed, gender, age, disability, national origin, language, political belief, criminal record, pregnancy, marital status or sexual orientation. Reasonable accommodation will be made for persons with disabilities. This policy applies to hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. If you need assistance or an accommodation, you may contact us at recruitment@wildliferescue.ca.

To Apply

Submit your cover letter and resume together in a single pdf file using our online form.

<https://app.smartsheet.com/b/form/d434581181ce4667a1c0dda5ec2a0173>

If you have any questions, please feel free to contact us at recruitment@wildliferescue.ca