



JOB OPPORTUNITY

MARKETING AND COMMUNICATIONS ASSISTANT (3 Month Summer Contract)

Contract Dates: June 12 – September 1, 2017

If you are interested in delivering recycling marketing and communications support, and helping to preserve the environment, Recycle BC is looking a marketing and communications assistant.

Who we are:

Recycle BC is a non-profit organization responsible for residential packaging and printed paper recycling throughout British Columbia, servicing over 1.7 million households or over 97% of BC.

We ensure packaging and printed paper is collected from households and recycling depots, sorted and recycled responsibly. Recycle BC provides recycling services either directly to communities or by working in partnership with local governments, First Nations, private companies, and other non-profit organizations. 156 communities participate in our recycling collection program and more are serviced by our recycling depots. Each year approximately 186,000 tonnes of material is collected from households and depots.

Our program is funded by businesses, like retailers, manufacturers and restaurants that supply packaging and printed paper to BC residents, so recycling costs are no longer funded by homeowners.

Recycle BC originally launched in 2014 as Multi-Material BC (MMBC).

What we care about:

We care about our business and our people. We want to work with a motivated, detail-driven team player who will build great relationships with our dedicated 13-person team and support our major projects over the 3 month contract. Our values of innovation, trust, knowledge, service and respect should resonate with you.

Job details:

Working directly with the Director, Marketing and Communications, you will assist in executing Recycle BC's marketing and communications activities including:

Branding

- Support the organization's new brand, launched March 2017:
 - Develop and roll-out new brand assets
 - Communicate with stakeholders to provide new brand resources
 - Ensure our new corporate style, brand standards and messaging are upheld
 - Support Recycle BC team with branding elements as needed

Sponsorship

- Provide activation support for our partnership with the Whitecaps FC
- Explore other sponsorship opportunities

Community Events Team

- Work with our agency to provide information and guidance as needed
- Prepare briefing notes for the team as required
- Administer contesting activities as required

Advertising

- Support our spring advertising campaign
 - Monitor campaign webpage to support in-market activities
 - Support campaign on out-of-home and digital mediums
 - Review and analyze results

Digital

- Work with internal teams to coordinate development of content for our website and blog
- Contribute social media content for Recycle BC's accounts including Twitter, Facebook, YouTube and Instagram
- Ensure social media content is updated on a regular basis, coordinate responses, and build up interactions and followers
- Contribute to the development of direct email communications

Media Relations

- Work to identify news worthy stories and contribute to the media relations efforts of partner organizations
- Help coordinate media events (news conferences, staff appearances, media visits, etc.)
- Media monitoring

Additional Marketing and Communications Activities

- Contribute to the development of a tool-kit of recycling resources for apartment buildings
- Managing design and production of marketing materials as needed
- Writing content for various channels as needed
- Support program expansion marketing needs
- Support field services team as needed

Desired Qualifications/Skills:

- Excellent verbal and written communication skills
- Proficient in Microsoft Office, including Word, PowerPoint, Excel required; experience in design programs such as Photoshop, InDesign, or Illustrator an asset
- Self-starter who shows initiative, confidence and a willingness to learn
- Excellent organization skills, ability to multi-task, and strong attention to detail
- Willing to be flexible and adaptable and work in various environments (in and out of the office as needed)
- Education in Marketing and/or Communications, or related field a strong asset

To Apply:

Please send cover letter and resume demonstrating why you would be a great fit for this position to humanresources@cssalliance.ca by **May 14, 2017**.

We sincerely thank all candidates for their interest, however, only those under consideration will be contacted. Recycle BC is an equal opportunity employer. No agencies please. Thank you.