



Schedule “A”
Communications and Engagement Manager
Job Description

About Us

The Victoria Brain Injury Society is a non-profit organization dedicated to empowering brain injury survivors and their families through education, advocacy, support, and housing assistance. We’re a small, passionate team doing big things with limited resources—and we’re looking for someone who’s energized by that challenge.

Why this Role is Unique

This isn’t a siloed marketing position—it’s a chance to take full ownership of marketing and communications for a community-focused nonprofit. You’ll be hands-on, nimble, and central to telling the story of VBIS.

We’re not a big team with layers of approval or an internal comms department—we’re scrappy, smart, and mission-driven. If you’ve worked in a small nonprofit before and know how to juggle strategy with execution, or if you’re eager to step into a role with real autonomy, this might be the opportunity you’ve been waiting for.

You’ll shape everything from donor appeals to gala promotions, digital content to community partnerships. We’re looking for someone who can roll up their sleeves, take initiative, and help elevate what’s already in place.

What You’ll Do

Marketing Strategy & Leadership:

- Develop and implement a comprehensive marketing and communications plan to promote VBIS’s programs, services, and annual gala.
- Oversee all marketing activities, including digital marketing, social media, content creation, email marketing, public relations, and event promotion.
- Establish key performance indicators (KPIs) and track progress towards achieving marketing objectives.
- Analyze data and insights to optimize campaigns and maximize impact.
- Manage a modest marketing budget and make strategic decisions about resource allocation.

Content Creation & Storytelling:

- Craft compelling and impactful content across various platforms, including blog posts, social media updates, newsletters, and website copy.
- Share the stories of brain injury survivors and their families to raise awareness and build empathy.
- Develop engaging multimedia content to enhance storytelling and engage VBIS's online community.
- Maintain and update the VBIS website to ensure accurate, engaging, and user-friendly content.

Event Management & Promotion:

- Lead the marketing and promotion efforts for VBIS's annual gala and other fundraising events, focusing on sponsorship promotion, attendee outreach, and brand visibility.
- Collaborate with the Executive Director and other team members to support event logistics and coordinate with internal and external stakeholders.

Stakeholder Engagement & Partnerships:

- Cultivate relationships with local businesses, media outlets, and community organizations to boost visibility and secure event sponsorships.
- Identify and pursue opportunities for collaboration and cross-promotion.
- Represent VBIS at community events to build relationships with key stakeholders.

Brand Management:

- Ensure consistent branding and messaging across all platforms and materials.
- Develop and maintain brand guidelines to ensure a cohesive brand identity.
- Act as the voice of the organization in all marketing and communications.

Who You Are

- You're a builder. You see opportunity in improving what's there and creating what's missing.
- You've worked in a small nonprofit or start-up environment and understand how to switch hats—from strategy to execution, often in the same hour.
- You have strong digital marketing and content creation skills, and you're not afraid to learn as you go.
- You're a clear communicator who can explain the "why" just as well as the "how."
- You have a genuine commitment to VBIS's mission and values.

Qualifications

- Bachelor's degree in marketing, communications, or a related field—or equivalent experience in a marketing or communications role.
- 3-5 years of experience in a marketing or communications role, preferably in the non-profit sector.
- Strong storytelling and content creation abilities.
- Experience with digital marketing, social media, and email marketing platforms.
- An understanding of analytics tools to track and optimize campaign performance.

What We Offer:

- **Meaningful Work:** Make a real difference in the lives of brain injury survivors and their families.
- **Competitive Salary:** \$58,000 - \$65,000 commensurate with experience.
- **Comprehensive Benefits:** Extended health coverage.
- **Generous Time Off:** 4 weeks' vacation, 7 sick days, 5 flex days.
- **Flexible Work Environment:** Potential for hybrid work model with a casual and supportive team culture.
- **Professional Development:** Paid professional memberships and conference attendance.