

## 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 are a vital resource in our community, and we are seeking a dynamic, passionate and driven **Marketing and Communications Specialist** to lead our marketing efforts and amplify our impact.

### Why this Role is Unique

This isn't just another marketing job; it's an opportunity to own and elevate the marketing program for an organization making a tangible difference in people's lives. You will be the driving force behind VBIS's marketing and communications strategy, developing and executing campaigns that raise awareness, engaging donors, and connecting brain injury survivors with the essential resources they need to thrive. This role is ideal for someone looking to grow into a senior marketing position and expand their expertise in non-profit communications.

### 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.

#### 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**

- A strategic and creative thinker with a passion for social impact.
- A proven track record of developing and executing successful marketing campaigns.
- Excellent communication, writing, and interpersonal skills.
- Proficient in digital marketing tools and platforms.
- Data-driven and analytical, with the ability to measure and optimize campaign performance.
- A collaborative team player with a positive and proactive attitude.
- A genuine commitment to VBIS's mission and values.

#### **Qualifications**

- Bachelor's degree in marketing, communications, or a related field.
- 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 and dental coverage.
- **Generous Time Off:** 4 weeks' vacation, 7 sick days, 5 flex days.
- **Flexible Work Environment:** Hybrid work model with a casual and supportive team culture.
- **Professional Development:** Paid professional memberships and conference attendance.