



Job Description

Title: Communications and Marketing Coordinator

Status: Permanent Part Time Position (24 hours a week)

Reports To: Director, Philanthropy and Stakeholder Engagement

The Langley Animal Protection Society is a registered not-for-profit charity that services the Township of Langley, City of Langley, and surrounding areas. Our mission is to support healthy human-animal connections through leadership, education, programs, and municipal animal control services. Our vision is to see thriving animals, and caring people throughout our service area.

Summary of Position:

Under the direction of the Director of Philanthropy and Stakeholder Engagement (Director) the Communications and Marketing Coordinator is responsible for assisting in the internal and external communications by providing professional and standardized messaging through all channels of communication with stakeholders. The Communications and Marketing Coordinator provides a critical link between all departments while engaging donors, volunteers and other stakeholders.

Duties and Responsibilities:

- Under the direction of the director supports the execution of LAPS communications for all funds development, events, adoptions and promotional material.
- Manage day-to-day operations of LAPS social media channels including publishing and scheduling posts, monitoring social feeds, managing engagement, responding to online inquiries in a timely manner and interacting with followers as well as creating greater engagement.
- Maintain LAPS website to ensure it is up to date with LAPS messaging and branding using wordpress.
- Ensure all communication reflects standardized key messages and adheres to the LAPS branding

- Creates and distributes media releases. Ensures frequent engagement of tv, print and radio media.
- Manage email subscription communications by use of newsletters, event notices, donor giving opportunities, story telling using iContact.
- Collaborate with all departments to support fundraising efforts through communications and marketing.
- Ensure fulfillment of recognition for sponsorship agreements, and grants.
- Develop marketing material for LAPS for internal and external use (community report/posters/event materials/videos/brochures, etc.).
- Utilize data to form approach to communication strategies
- Responsible for highly detailed administrative tasks and reporting.
- Provides exceptional customer service to LAPS internal and external stakeholders
- Support community events as needed.
- Other duties and special projects as assigned.

Overall LAPS Vision and Operations

- Will support and promote the vision and strategic plan of LAPS
- Ensure positive public relations and customer service practices
- Will work with coworkers to foster an enjoyable team environment
- Demonstrate the LAPS Team Values of Compassion, Excellence, Integrity, Adaptability, Connection and Accountability in all decisions and interactions.

Required Qualifications:

- Excellent organizational and time management skills with the ability to meet strict deadlines and manage multiple priorities simultaneously in a team spirited environment with a strong results-oriented focus.
- Expert level verbal and written communication skills
- Strong critical thinking, problem solving and interpersonal skills
- Ability to remain calm and professional in demanding and potentially stressful situations
- Strong computer skills and ability to work within Microsoft Office suite, as well as social media, marketing web and/or graphic design tools
- Experience with Creative Cloud
- Experience with WordPress considered an asset
- Experience in digital marketing for fundraising and community outreach purposes
- Resourceful, creative and a collaborative team player who shows initiative
- Demonstrated attitude and accomplishments in customer service excellence to support internal and external people
- Detail-oriented and strong organizational, research and analytical skills
- Self-motivated, takes initiative, results oriented with the drive to exceed expectations
- Ability to work independently, as well as within a team environment with staff and volunteers

- Communications and marketing campaign experience in a non-profit setting would be an asset
- Ability to effectively communicate the mission, vision, and work of the Langley Animal Protection Society
- Able to lift and move event equipment and supplies
- Valid BC Driver's license and access to a vehicle required
- Flexibility to work evenings and weekends

Education and Training:

- Minimum of three (3) years communications, marketing experience, or a combination thereof
- Post-secondary education in a related field (i.e., Marketing, Communications)

Hours of Work:

- 24 hours per week (evening and weekend work could be required based on LAPS needs)
- Partial hybrid work is possible.

What LAPS Offers:

- Salary Range: \$21 - \$25.50/hr – Depending on experience
- Medical, Dental and Extended Health
- Vacation and Wellness Days
- RRSP matching after 1 year employment
- Education opportunities
- Flexible hours
- Animal friendly environment
- Supportive work environment with opportunities for career growth
- The chance to positively impact the lives of both animals and the community.

To apply for this position, please submit your Cover Letter and Resume to hr@lapsbc.ca by January 14th, 2024.

Updated December 28, 2023

