

Marketing Specialist

Posting #PRC2023-06

Oak Bay Parks, Recreation and Culture is seeking a creative and energetic individual for our Marketing Specialist position. Working under the direction of the Manager of Administrative and Reception Services, the Marketing Specialist is responsible for ensuring the marketing needs of the Department are met, provides leadership to Auxiliary marketing staff, facilitates, and produces the Active Living Guide, and supports the design and maintenance of the Department's website. Oak Bay Parks, Recreation and Culture offers a fantastic Municipal Benefits package which includes Pension Plan, Health and Dental coverage, vacation, and sick time entitlement. Other benefits include a Staff facility pass that provides access to our weightrooms, pool, skating rink, and drop-in fitness classes.

RESPONSIBILITIES

- Works in collaboration with Department management and staff to prepare and implement an annual communications and marketing plan through assigned special duties and projects that promote all aspects of the Department's operations.
- Continually monitors, evaluates, and reports on the quality and effectiveness of the Department's marketing strategies proposing recommendations and implementing initiatives and campaigns based on industry trends and best practices that support the overall goals of the Department.
- Coordinates, designs, produces, proofs major brochures, and arranges printing and distribution to the community through the most effective and efficient channels.
- Organizes, produces, and monitors various outbound marketing communication for the Department as required including flyers, posters, advertisements, surveys, newsletters, media releases, website features, and social media posts ensuring accuracy and that content is up to date.
- Leads the Departmental marketing committee.
- Hires, trains, and supervises the work of Auxiliary marketing staff.
- Researches, reviews, writes, manages the content and layout, and edits and publishes clear, timely, engaging, and concise content for the website, social media, newsletters, and other departmental publications.
- Keeps the Department's website and social media platforms updated and current.
- Oversees all promotional and communications materials before public distribution to ensure quality, consistency, professional grammar, and branded appearance.
- Works collaboratively with the District Communications team to develop and implement a Parks, Recreation and Culture branding plan, in alignment with the District.
- Develops and maintains relationships with all media and production companies to pursue promotional opportunities and to seek competitive pricing and media campaigns for the Department.
- Coordinates photography opportunities and maintains photo inventory ensuring model consent release in accordance with the Freedom of Information and Protection of Privacy Act (FOIPPA).
- Participates on the inter-municipal marketing committee and assists with regional projects where required.
- Assists with facility and/or Departmental campaigns, signage and projects as required.
- Assists with the preparation of and works within the annual marketing budget.
- Performs other related duties as required.

QUALIFICATIONS

- Undergraduate degree in graphic design, marketing, desktop publishing, communications, public relations or related field of study and/or a two-year diploma plus relevant experience in marketing and communications.
- Minimum two years of related marketing and communications.
- Previous experience working with public sector parks, recreation, and culture organizations and/or with local government would be an asset.
- Current Class 5 BC Drivers License.
- Occupational First Aid Level 1 and CPR-C certification.
- Provision of a current Police Information Check with Vulnerable Sector Screening (Note: This is the applicant's financial responsibility to obtain this).

HOURS OF WORK	Monday-Friday – 8:30am-4:30pm. Please Note: Hours may vary based upon operational requirements.
LOCATION(S)	Oak Bay Recreation Centre
RATE	\$35.47 (step 1) - \$38.07 (step 3) per hour (2024 rates)
STATUS	Full-Time (This is a union position)
BENEFITS	<ul style="list-style-type: none"> • Municipal Benefits include Pension Plan, Extended Health & Dental coverage, vacation, and sick entitlement. • Staff Membership to drop-in the weightroom, fitness classes, skating, and pool.

The District has previously enacted a mandatory COVID-19 vaccination policy to safeguard the wellbeing of all employees. This policy may be reinstated based on the level of assessed risk to District employees or Provincial Health Order requirements.

Please submit applications by 4:00pm, Wednesday, January 31st, 2024 to:

Job Application Drop Box, Oak Bay Recreation Centre,

1975 Bee Street, Victoria, V8R 5E6; or

Email to: recreationjobs@oakbay.ca

Subject line in email should read: PRC2024-06 Marketing Specialist

Please note that only short-listed applicants will be contacted