

## Manager, Digital Communications Strategy

Temporary – 20 month contract  
British Columbia

*Vancouver Foundation acknowledges that we carry out our work on the lands of Indigenous nations throughout colonial British Columbia. Our office is located on the unceded, ancestral, and traditional territory of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and Selilwítlh (Tsleil-Waututh) peoples.*

### About Us

Vancouver Foundation is a community foundation that serves Vancouver and all of BC. We bring together the generosity of donors with the ideas and energy of people and communities across the province. Every year we fund a diverse mix of grants, both large and small, that help to build healthy, vibrant, equitable, and inclusive communities. Considered a leader in responsive grantmaking and systems change, Vancouver Foundation is the most significant funder of charities in BC outside of government.

As a community foundation, we're committed to ensuring everyone has a place in our mission. We are on a journey to actively align all aspects of our work – both internally and externally – to our commitment to equity, inclusion, and a more just society.

For a view into our world, please visit: [www.vancouverfoundation.ca](http://www.vancouverfoundation.ca)

### About the Position

The Manager, Digital Communications Strategy will have two main responsibilities: developing and implementing comprehensive data-driven strategies to support organization-wide communications; and managing multiple digital platforms in support of the organization's communications strategy. The successful candidate will be a natural collaborator with an innovation mindset and a track record of successful project management. This position reports to the Director of Communications, works within the Communications team, and collaborates closely with IT and other stakeholders across the entire organization.

### Main Responsibilities

- Plan robust digital growth objectives, and design and deliver strategies for digital communications including Vancouver Foundation websites, and various external and internal platforms across a broad range of stakeholders.
- Manage all aspects of email marketing across multiples audiences.
- Design, create, and manage dynamic campaigns that support audience journeys.
- Develop and maintain audience reports in Salesforce and maintain audience segments in Marketing Cloud Account Engagement (formerly Pardot).
- Develop a robust web strategy and manage content, development, and SEO for Vancouver Foundation's main website and related domains.
- Train and collaborate with colleagues on strategies for streamlined data management and integration across platforms.

- Use data and analytics from multiple sources to produce metrics, track progress, guide decision making, adapt strategies in real time.
- Develop supports and train colleagues in digital marketing tools, website platforms, and internal communications tools to build communications capacity across the organization.

## Desired Experience/Education/Skills

A sound working knowledge of communications principles and practices; a strong record of leading digital-first strategy; a minimum 5 years of experience.

- A strong team player, comfortable working within cross-functional teams in a multi-stakeholder environment.
- A reliable strategist with a track record of designing, implementing, and adapting strategy.
- A reliable project manager, with a proven ability to deliver on multiple projects at the same time.
- Strong written and verbal communications skills, including the ability to communicate with non-technical audiences using plain language.
- A high degree of proficiency is required in Salesforce and Marketing Cloud Account Engagement (formerly Pardot) for email marketing.
- Experience with WordPress, Drupal, and Salesforce Experience Cloud (formerly Salesforce Communities) is required.
- Proficiency with SEO tools like Google Analytics, Google Ads, Google Search Console, Google Tag Manager is required.
- Knowledge of digital accessibility requirements and best practices is a strong asset.
- Knowledge of UX best practices as well as experience in user testing and co-design is an asset.
- Ability to build and maintain constructive relationships.

## Accountability

This position reports to the Director, Communications.

## Salary

\$75,960.00 annually plus pension, RRSP and a generous and comprehensive benefits package.

## Hours of Work

35-hour work week, Monday – Friday

## Location

Our head office is in downtown Vancouver. Through our remote working policy there is an opportunity to work from home across BC. If interested, please identify your requested location during the hiring process and we can discuss the conditions required under our policy.

## Accessibility

Vancouver Foundation's office is located on the second and third floors of the building with an elevator for access to the office, and an accessible, gender-neutral washroom. Vancouver Foundation has instituted a hybrid working model, with both work from home and in-office options available to staff. These options are position-dependant.

We are committed to the principles and practices of an inclusive and equitable employment process. Our goal is to be representative of the communities we work with, and we encourage applicants from communities which are structurally marginalized based on race, colour, religion, nationality, social or ethnic origin, sex, age, disability, sexual orientation, gender identity and/or expression. We welcome

applicants from all communities.

## How to Apply

If this sounds like you, we welcome a brief cover letter and resume in one document by August 9, 2022 to: [jobs@vancouverfoundation.ca](mailto:jobs@vancouverfoundation.ca) and **be sure to quote position number 2022-11 in the subject line.**

*We kindly ask for no phone calls please. Applicants will receive an emailed response confirming receipt of their resume submission. Due to the high number of applications Vancouver Foundation receives, only candidates who are selected for an interview will be contacted. Periodic updates regarding recent postings are published on our career page after the application deadline has expired. We thank all applicants for their interest in the Vancouver Foundation.*