

CEP Vancouver Volunteer Board Member

Communications: Marketing Director



About CEP Vancouver

CEP Vancouver is dedicated to creating opportunities for Vancouver's sustainability professionals. The organization aims to facilitate connections, collaboration, and learning within the sustainability and impact sector, ultimately driving sustainability and climate action. CEP achieves this through monthly events, mentorship programs, and a free membership that provides access to the latest news and events in Vancouver's sustainability sector.

Overview:

As a Marketing Director at CEP Vancouver, you will be responsible for leading the marketing and communications strategy to promote the organization's work, events, and programming. You will play a crucial role in driving efficient and timely engagement with CEP's marketing channels, programming, and events. Additionally, you will be responsible for reaching new audiences and growing the impact of the organization through innovative marketing strategies.

Responsibilities:

- Develop and execute comprehensive marketing strategies to promote CEP Vancouver's initiatives, events, and programs.
- Lead the creation of marketing and communications content across various platforms to enhance brand visibility and engagement.
- Collaborate with the communications team to ensure consistent messaging and branding across all marketing channels.
- Monitor social media trends, including developments in design, applications, strategy, and innovation, and make recommendations to ensure CEP Vancouver is using the most up-to-date practices.
- Write reports and give presentations to communicate the overall marketing strategy for the department's campaigns.

Requirements:

- Proven experience in developing and implementing successful marketing strategies.
- Strong understanding of social media platforms and digital marketing techniques.
- Excellent communication and presentation skills.

Time Commitment:

CEP Board Member positions are a two-term commitment; but we appreciate schedules can change in two years. On a monthly basis, the following provides a general breakdown of expected hours:

- 1.5 hours per month for team meeting
- 5-8 hours per month for fulfilling responsibilities
- 1-2 hours per month (based on your own availability) to support and attend CEP events.

*hours may vary depending on marketing needs throughout the year

How to Apply:

If you are eager to facilitate connections, relationships, and opportunities within Vancouver's sustainability community, and have the required qualifications and experience, we encourage you to apply for the Marketing Director position at CEP Vancouver. Please email a cover letter (max 500 words) and your resume to info@cepvancover.org

Thank you for your interest.