

## **CEP Vancouver Volunteer Board Member**

Communications: Director of Marketing & Communications

January 2023 - January 2025



### **Description:**

Connecting Environmental Professionals (CEP) is looking for an individual who is eager to facilitate connections, relationships, and opportunities within Vancouver's sustainability community.

The Director of Marketing & Communications will work with CEP Vancouver's Communications team to oversee and coordinate all marketing and communications activities to create high-value content that supports increased engagement with CEP's marketing channels, programming and events. In addition, this position will develop an overall CEP communications strategy and execution plan in collaboration with applicable board members. Reporting directly to the CEP President, the Director of Marketing & Communications, will support the current Co-Directors of Communications and act as a main point of contact between the CEP communications team and the other members of the board. Although the ideal candidate will be an entrepreneurial minded, self-starter, the CEP Board is collaborative, and there are many opportunities to contribute to other areas of the organization's work.

Please note that this is a volunteer/unpaid position as CEP is a not for profit organization. As a CEP Board Member the successful candidate will be part of a dynamic team of sustainability professionals from various sectors. There are plenty of opportunities to build skills, grow networks, learn and have fun in this role!

### **About CEP Vancouver:**

Connecting Environmental Professionals Vancouver is a non-profit, volunteer-led organization dedicated to creating opportunities for Vancouver's environmental and sustainability professionals. CEP Vancouver was originally launched in 2002 and has a network of over 500 sustainability professionals from across British Columbia. CEP Vancouver board members and volunteers create and share high-value content, organize educational and networking events, and the annual CEP mentorship program.

### **Main Tasks:**

- Develop and oversee CEP Vancouver marketing and communications strategy and execution plan
- Plan, design, implement, and monitor marketing and communications content that promotes the work, events and programming of CEP Vancouver
- Create, curate, and manage marketing content that is engaging and valuable for Vancouver's sustainability and impact community including:
  - Local events/webinars and initiatives from other organizations
  - Sustainability and impact related news, trends, and resources
  - Sustainability and impact-related career opportunities
- Establish and manage a marketing calendar to ensure key posts and updates are shared in a timely manner

- Establish an effective system of tracking marketing metrics in order to report to and advise the board about marketing strategy and opportunities
- Support the Co-Directors of Communications and act as main point of contact between the CEP communications team and other members of the board
- Co-design high-quality graphics for use in CEP Vancouver’s marketing and communications
- Monitor social media trends, including developments in design, applications, strategy, and innovation and make recommendations to the board to ensure that CEP Vancouver is using the most up-to-date marketing tools and techniques

**Desired Skills & Competencies:**

- Proven experience managing marketing and communications for an organization or company
- Demonstrated ability and experience managing multiple marketing channels (social media, newsletter, website, events marketing, etc.)
- Experience using industry standard social media platforms, design software (Canva), website editors (Wix) and other marketing and communications tools
- Ability to identify and create engaging content associated with CEP Vancouver’s mission and Vancouver’s sustainability and impact sector
- Ability to complete tasks independently while also contributing to a dynamic team
- Excellent written and verbal communications skills
- Strong organizational skills with the ability to manage competing priorities
- Strong attention to detail
- Project management experience is considered an asset

**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

Please send your resume and one or two short paragraphs outlining your interest and experience, to [info@cepvancouver.org](mailto:info@cepvancouver.org) by **5pm on Sunday, January 15, 2023** and include “Director of Marketing & Communications” in the subject line.