



## Communications and Marketing Specialist

October 2025

### About Vantage Point

Vantage Point is a BC non-profit that serves other BC non-profits. We promote connected communities by nurturing a strong non-profit sector. We achieve this by delivering high-quality training, resources, and advocacy that builds connection, creativity, and impact in the sector. Vantage Point's office is located on the traditional and ancestral lands of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Səlílwətaʔ (Tsleil-Waututh) peoples and our work spans throughout the province across the lands of over 200 distinct Indigenous communities.

Vantage Point provides high quality, practical education, facilitation, and consulting support to BC's non-profit sector as well as programs that support sector success through convening, facilitation, and advocacy.

Vantage Point plays an important role in lifting and amplifying the strengths of this dynamic, resilient, and innovative sector. By identifying the sector's strengths and challenges through research, and engaging in collaborations and government relations, Vantage Point has emerged as a relevant voice for the sector in recent years.

Read more about who we are and what we do [on our website](#).

### Commitment to EDI (Equity, Diversity, and Inclusion)

Vantage Point is committed to creating a diverse and inclusive team and providing equitable opportunities in our recruitment processes. Individuals with life experience and knowledge of promising practices in EDI are encouraged to apply. Vantage Point is particularly interested in considering applications from Indigenous, Black, 2SLGBTQIA+ communities, people with disabilities, or people from equity-deserving communities to reflect the sector we serve and our collective communities.

## Role Summary

The Communications and Marketing Specialist translates Vantage Point's organizational strategy into meaningful messages, promotional campaigns, and creative content. Reporting to the Director of Operations and Communications, this role manages day-to-day planning and execution of marketing and communications, ensuring Vantage Point's story and impact are consistently and creatively shared across platforms. The Specialist develops content, coordinates campaigns and projects, and ensures messaging that raises awareness of Vantage Point's work across BC's non-profit sector.

## Role Responsibilities

### Content Creation & Publishing

- Write, design, and publish content across all channels, including website, newsletters, blogs, social media, programs, and reports
- Draft public-facing materials including press releases, blogs, and announcements.
- Create graphics and layouts using Adobe Suite and/or Canva
- Ensure quality, accuracy, and brand alignment in all outputs
- Source stories, images, and testimonials from staff and partners and convert into meaningful content

### Campaign & Strategy Execution

- With the Director of Operations and Communications, develop and implement communications strategies and annual plans
- Manage the content calendar, related projects, and oversee scheduling of posts and campaigns
- Chair and/or participate in cross-team Creative Marketing Collaborative and other relevant team meetings to generate ideas and align campaigns with programs
- Build and maintain media and partner relationships; support media relations strategy
- Monitor analytics, prepare performance reports, and recommend improvements

### Messaging & Thought Leadership

- Develop key messaging aligned with organizational goals and sector trends
- Collaborate with Education and Consulting and Engagement and Advocacy teams to translate sector research, trends, and feedback into messaging
- Contribute to thought leadership content such as blogs, white papers, and podcasts

## Multimedia & Design

- Produce and edit multimedia content including visuals, infographics, videos, etc.
- Support creation of formal reports, donor materials, and program collateral
- Maintain brand templates, style guides, and related resource materials

## Collaboration & Coordination

- Coordinate weekly deliverables of the contract Coordinator to ensure consistent publishing, project progress, and asset management
- Respond to internal and external content requests and manage intake processes for stories and materials
- Support event communications (e.g., BC Non-Profit Leadership Conference, engagement events, and campaigns)
- Mentor interns, contractors, students, or volunteers working on communications tasks

## Role Qualifications and Competencies

- 3+ years of professional experience in communications and/or marketing roles
- Bachelor's degree in communications, marketing, or a related field (or equivalent experience)
- Experience working in or with non-profits preferred, particularly in communications, engagement, or program support
- Excellent written, verbal, and interpersonal communication skills, with the ability to create impactful external communications, tell stories, and build strong working relationships
- Alignment with Vantage Point's organizational values of:
  - **Collective Learning:** Creating inclusive spaces to gather information from diverse perspectives and emphasize the importance of learning together as a team
  - **Relational Partnerships:** This is a way of collaborating with others in a deep and meaningful manner that is grounded in building authentic, reciprocal, and transparent relationships
  - **Equity:** Challenging systemic imbalances and addressing power dynamics
  - **Knowledge Connection:** Sharing knowledge, connecting individuals with expertise, and promoting a culture of learning
  - **Responsive Service:** Adaptable, listening to sector needs, and adjusting services accordingly. It's seen as a way of being agile and flexible in supporting non-profit organizations

- **Creativity:** A way of thinking outside the box and finding innovative solutions
- Proficient in graphic design and visual communications, using Adobe Suite and Canva
- Detail-oriented with an ability to manage multiple priorities, meet deadlines, and ensure quality and accuracy in all outputs
- Self-starter with the ability to collaborate effectively across teams, contribute ideas, and support alignment on campaigns and content
- Experience creating, coordinating, and publishing content across multiple channels, including websites, social media, newsletters, blogs, and reports
- Experience with multimedia content creation (short videos, infographics, podcasts) and thought leadership content (blogs, white papers, podcasts)
- Knowledge of CRM platforms and digital tools, such as Salesforce, SharePoint, Zoom, WordPress, and social media management tools
- Basic data management and reporting skills, including tracking analytics and preparing performance reports
- Ability to support events, campaigns, and internal content requests
- Experience mentoring interns, contractors, or volunteers is an asset

#### **Reports to:**

- Director of Operations and Communications

#### **Works With:**

- Program Coordinators
- Knowledge Mobilization Specialist
- Education Program Lead
- Policy and Advocacy Specialist
- Marketing contractors and vendors

### **Role Compensation and Requirements**

This is a part-time, permanent position (21 hours/weekly from Monday – Thursday) with extended health benefits, including enrolment in the Municipal Pension Plan after 3 months.

The position is in job range F according to our People Policies which has an annual hiring range of \$60,588 - \$67,320, pro-rated for part-time hours, depending on experience.

We operate with a hybrid working model that combines remote work with 2 to 3 days of on-site office work during a regular work week for full-time employees. A minimum of 2 days per week in office is expected for this position.

## Application Process

If you think this role looks like a great fit for you, we encourage you to apply even if you do not meet 100% of the qualifications. Your application is an opportunity to show your writing and creative approach. Please ensure that all pieces are written and created by you, to show examples of your work. We look forward to seeing what you create!

## Applications

Applicants are invited to submit the following items in PDF format (as one document) to [info@thevantagepoint.ca](mailto:info@thevantagepoint.ca) by 5:00pm on Friday, November 14, 2025. For any questions or accommodation requests, please feel free to reach out to [info@thevantagepoint.ca](mailto:info@thevantagepoint.ca) and we will try our best to honour your requests during the application and interview process.

- Resume
- Cover letter
- Writing Sample
- Creative Sample: Design and/or Media content

If your samples are better shared as links, please include the links directly in the PDF.

Please use the format of "**Communications and Marketing Specialist - [LastName] [FirstName]**" in the subject line of email. Incomplete and late applications will not be accepted.

First round interviews will be held the week of November 24, 2025, with the position expected to start on January 12, 2026.