



## WHO WE ARE

Since its inception in 1887, the Greater Vancouver Board of Trade has been recognized as Western Canada's leading business association, engaging our members to inform public policy at all levels of government and empowering them to succeed and prosper in the global economy. With a Membership whose employees comprise one-third of B.C.'s workforce, we are the largest business association between Victoria and Toronto. We leverage this collective strength by facilitating networking opportunities and providing professional development through unique programs. In addition, we operate one of the largest events platforms in the country, providing a stage for national and international thought leaders to enlighten B.C.'s business leaders.

**OUR PURPOSE:** To lead, unite and champion business to ensure Greater Vancouver is thriving and our region is the best place to live and work.

**OUR VISION:** To be the leading catalyst for economic growth and prosperity that creates lasting impact for generations.

**OUR STRATEGIC PILLARS:** Propel Prosperity, Cultivate Community, Ignite Innovation.  
To learn more, please visit our [About Us](#) page.

### Communications Coordinator – Full Time

The **Communications Coordinator** is responsible for producing high-quality, engaging, and impactful content across various social media platforms. As the Communications Coordinator, you will help shape the company's online presence, drive engagement, and promote brand awareness through compelling content and innovative strategies. This position is part of the Advocacy and Communications Team and reports to the Communications Manager.

We are seeking a creative and dynamic communications professional to enhance the social and digital presence of the Board of Trade. We need a self-starter that will intuitively understand and anticipate opportunities and take proactive steps to help us elevate our brand and expand our reach.

Salaried Full Time Staff  
Department: Advocacy and Communications  
Compensation Range: \$55,000 - \$60,000

### WHAT WE OFFER

- Extended Health Care, Employee Assistance Program Wellness Program
- Contribution to pension plan
- Professional work environment with hybrid options
- Employee Incentive Program
- Paid time off



- Professional development opportunities, peer recognition program, staff-wide activities

## WHAT YOU'LL DO

- Work with the Communications Manager to advance a digital-first content strategy to enhance the digital presence and communications of the Board of Trade.
- Responsible for helping develop, execute, and evaluate GVBOT's social and digital media efforts across all channels.
  - Content Calendar: Plan and maintain a content calendar to ensure regular and timely posts that align with marketing goals and campaigns.
  - Audience Engagement: Monitor and respond to audience interactions in a timely manner to foster engagement and community growth.
  - Analytics & Optimization: Track the performance of social media content using analytics tools, and adjust strategies based on insights to improve engagement, reach, and follower growth.
  - Trend Monitoring: Stay updated on social media trends, tools, and algorithm changes to ensure the company remains at the forefront of social media marketing.
- Work with the Marketing Manager to ensure consistency in messaging and brand across our platforms.
- Work with the Communications Manager to write copy for articles, media releases, media advisories, and other content to amplify the work of GVBOT.
- Attend GVBOT events and programs to capture content for social media and assist with traditional media registration.
- Leverage GVBOT's large event platform to expand the reach of events content and our members' thought leadership.
- Ideate and support the creation of multimedia products like videos, digital publications, and infographics.

## WHO YOU ARE

- You are a passionate, talented, and empathetic communicator who loves social and digital media.
- You possess excellent written and verbal communication skills, as well as strong creative and storytelling abilities.
- Solid understanding of social media platforms (LinkedIn, Instagram, TikTok, X, etc.) and creative best practices for content planning, engagement, and community growth.
- Strong ability to analyze social media data & KPIs, extract actionable insights, and set benchmarks to evaluate campaign and content performance.
- Knowledge of video editing software (e.g., Premier Pro, DaVinci, CapCut) and graphic design tools (e.g., Adobe Creative Suite, Canva)
- Experience creating digital video content for Tiktok, Instagram, Facebook, YouTube, etc.



- You have a keen interest in current events affecting Greater Vancouver's economic, political, and business landscape.
- Strong interpersonal skills, high level of professionalism, discretion, energy, speed, accuracy, and dedication.
- Organized, detail-oriented, and skilled at balancing multiple tasks.
- Ability to thrive in a fast-paced, dynamic environment with strong multitasking, organizational and ownership skills while working collaboratively with internal & external stakeholders.
- Knowledge and understanding of current web editing tools, HTML, CSS, as well as SEO and SEM is a plus.

### WHAT YOU CAN OFFER

- A technical certification or university degree in Communications, Marketing, Political Science, Journalism, Film or a related discipline.
- 1+ years of communications including hands-on social and digital media experience.

### ADDITIONAL FACTORS

- The successful applicant will need to maintain flexible scheduling as both early morning and evening membership events occur several times each month. The Greater Vancouver Board of Trade engages in multiple high-volume activities that require careful scheduling and often require last-minute changes. Occasional lifting of equipment is also required.

**Thank you for your interest! If this description sounds like you, please submit your cover letter and resume to [careers@boardoftrade.com](mailto:careers@boardoftrade.com) with the position title as the subject line.** If you require accommodation during any phase of the hiring process, please let us know. Information received in relation to accommodation requests will be kept confidential. We welcome applications from under-represented groups and others with the skills and knowledge to productively engage with diverse stakeholder groups. We thank all applicants for their time and interest but only those who are selected to interview will be contacted.

### DIVERSITY & INCLUSION STATEMENT STRONGER TOGETHER

The Greater Vancouver Board of Trade (GVBOT) is committed to fostering a diverse and inclusive environment that embraces, encourages, supports and celebrates our employees, volunteers and board of directors' dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, spiritual beliefs, political beliefs, and other ideologies. Diverse perspectives draw on different concepts, ideas and experience, and enriches decision making and our effectiveness. The health and wellbeing of our organization is our number one priority, and we have zero tolerance for discrimination. Diversity and Inclusion is at the heart of our Purpose: To lead, unite and champion business to ensure Greater Vancouver is thriving and our region is the



best place to live and work. By embracing, including and celebrating our differences, we are stronger. We are committed to championing diversity and ensuring inclusion in all that we do to better represent the Greater Vancouver business community.

### **COMMITMENT TO RECONCILIATION**

Greater Vancouver Board of Trade recognizes and respects that our programs, events, and services are located on the territory of Indigenous Peoples, specifically the xʷməθkʷəy̓əm (Musqueam), Səl̓íl̓wətaʔ/Selilwitulh (Tsleil-Waututh) and Skwxwú7mesh (Squamish) Nations. We acknowledge the inherent rights, title, and relationship that Indigenous people have to their unceded territory, and the suffering and systemic inequities faced by Indigenous Peoples.

Greater Vancouver Board of Trade is committed to reconciliation and will demonstrate this by supporting Indigenous Peoples in the communities we serve. With a mandate to lead, unite and champion business to ensure Greater Vancouver is thriving, we will work towards a shared vision to make Vancouver stronger and a region that thrives on its true history, partnerships and business landscape.

Greater Vancouver Board of Trade is committed to our role in addressing the Truth and Reconciliation Commission's final report, specifically Calls to Action 92ii and 92iii, which outline a reconciliation framework for the corporate sector to adopt the United Nations Declaration of the Rights of Indigenous Peoples.