



## **Downtown Duncan Business Improvement Area**

### **Creative Coordinator**

**Overview:** The Creative Coordinator reports directly to the Executive Director and is responsible for all matters related to creative developing, marketing and communications for DDBIA events, programs, and projects. This is a one-year maternity leave position starting on or around February 1, 2023.

The DDBIA is a member focused organization that serves the Downtown Duncan business community. Our role is to foster a unique, diverse, and vibrant downtown business community. Your job is to bring that vision to life through your expertise and experience in creating top quality creative and communication materials – digitally and in print. You will be deeply engaged in all creative development and communications about our programs, events, and projects. You'll do that via email communiques, press releases, online and print content, advertisements (both in print and digitally) and creating all project, program, and event visuals (so each maintains our brand yet is a unique interpretation of each one). You will participate in all our events, programs, and projects by developing and managing the marketing plan for each one. This is a robust position that requires “boots on the ground” in liaising with members at Member Socials, and during events like Duncan Day and Christmas Kick-off. You will work closely with our Social Media Coordinator to ensure a cohesive and integrated style and messaging for all communications.

**Duties:** The Creative Coordinator will:

- Develop, create, and administer all marketing and communications materials and collateral (print advertising and content, digital content, static and digital billboard advertising, press releases, event, wayfinding signage and maps).
- Manage, maintain, and update the DDBIA's website and online portal.
- Attend and contribute to project, operations, marketing, and related Committee meetings.

- Keep ED informed on status of all collateral and media created for DDBIA projects, programs, and events.
- Develop and maintain all marketing and communication material archives.
- Maintain and manage all IT related requirements (internet, software, email and website).

## Qualifications

- Degree in a related field of marketing, or graphic design.
- 3 years' experience in a creative or graphic design role.
- Demonstrated ability and experience in creative development using:
- Adobe CC: InDesign, Illustrator, Photoshop, Adobe Express.
- Microsoft 365: Word, Excel, PowerPoint.
- Experience in designing and maintaining websites using WIX, Square Space, or WordPress.
- Proficiency in Aftereffects and Lightroom is considered an asset.
- Proficiency in WIX website (backend) usage

## Required skills and competencies:

- **Creativity/Innovation:** You stay up to date on current and emerging marketing trends and develop new and unique ways to provide promotional opportunities for the DDBIA and its membership.
- **Adaptability:** You demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment, while maintaining effectiveness and efficiency.
- **Communication:** You speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- **Organizational Skills:** You can set priorities, develop a work schedule, and monitor progress toward your goals, track details, data, information, and activities.
- **Affable and progressive:** You maintain a strong personality and are pleasant, kind, attentive, respectful, and work with both like-minded, and different-minded people and populations.

## Working Conditions:

- 32 hours per week – 5 days per week.
- Health care benefits: 100% employer paid.

- 3 weeks holidays prorated to 32 hours per week.
- Flexible schedule and limited remote work OK'd in advance by ED.
- Hourly rate: \$26.

**How to apply in confidence:** Send your resume and a comprehensive cover letter **that addresses the three reasons why you are the right** person for this job, three creative / communication ideas you have that can support the DDBIA is delivering on its mission of working together with our businesses, landlords, organizations and governments to support a thriving downtown that is a fun place to live, work and discover for everyone and three links to previous creative and communication work you have done.

**Application deadline:** January 23, midnight.

Job Types: Full-time, Fixed term contract

Contract length: 13 months

Salary: \$26.00 per hour

Benefits:

- Casual dress
- Company events
- Dental care
- Extended health care
- Flexible schedule
- Vision care

Flexible Language Requirement:

- French not required

Schedule:

- Monday to Friday

Ability to commute/relocate:

- Duncan, BC: reliably commute or plan to relocate before starting work (required)

Education:

- Bachelor's Degree (preferred)

Experience:

- Graphic design: 3 years (required)

Work Location: One location

Application deadline: 2023-01-23

Expected start date: 2023-02-01