

Job Posting – MARKETING & COMMUNICATIONS SPECIALIST

The Vancouver Island Construction Association is a not-for-profit association that advocates and fosters resiliency, excellence and prosperity for the construction community on Vancouver Island, the Sunshine Coast and throughout partnerships with additional areas of British Columbia. We are there to support and serve the construction community in the Industrial, commercial and institutional areas of construction. We promote a greater understanding of the construction industry to policy and decision-makers, and the value it holds within the communities we serve and live in. We are making strides in the industry with programs like Construct Your Future (youth employment program) and the Tailgate Toolkit (addressing mental health and substance use in the construction industry), Women in Construction, and the Young Builders Network, and have developed a fantastic training program aimed at creating gold standard practices and work in the construction industry.

JOB SUMMARY

The Marketing & Communications Specialist is responsible for leading and executing VICA's marketing and communications strategy to strengthen member value, grow engagement, and support organizational goals. This role safeguards and evolves VICA's brand and voice, delivers multi-channel communications, manages media relations, and supports revenue-generating activities such as event promotion, sponsorship, and partnership development.

As a member-driven association with a small, collaborative team, this position requires a professional who is both strategic and hands-on—comfortable “wearing many hats,” building strong relationships, and delivering high-quality work across multiple priorities.

WHO ARE YOU?

You're a hands-on Marketing & Communications Specialist who loves making things *actually happen*. You're organized, proactive, and comfortable owning projects from draft to delivery, no micromanaging required. You're a strong writer with a sharp editorial eye, and you enjoy creating clear, engaging content across channels. Newsletters, social posts, web updates, media releases, promo materials, you name it, you're happy to jump between them and know how to adapt your tone depending on the audience and platform.

You're comfortable using the tools of the trade: scheduling and managing content across social media (LinkedIn, Instagram, Facebook), working in email platforms like Mailchimp, updating content in WordPress, and creating or refining assets in Adobe Creative Suite (InDesign, Illustrator, Photoshop). You don't need to be a designer, but you know enough to keep things polished, on-brand, and moving.

You thrive in a small, collaborative environment where priorities can shift and no two days look

the same. You like having systems, timelines, and templates, and you're not afraid to build them yourself if they don't exist yet. You're friendly, professional, and confident working with colleagues, members, and partners, but you're just as comfortable working independently and managing your own workload. You bring a strong member-service mindset to everything you do, understanding that great communications are about clarity, consistency, and trust.

Bottom line: you care about quality, you sweat the details (in a healthy way), and you take pride in producing work that makes the organization look good and feel easy to engage with.

KEY RESPONSIBILITIES

- Develop, maintain, and execute an annual integrated marketing and communications plan aligned to VICA's strategic priorities.
- Maintain and strengthen VICA's brand standards, voice, and messaging across all touchpoints.
- Identify opportunities to improve member engagement and communications effectiveness through data, feedback, and industry awareness.
- Prepare annual calendars (campaigns, content, publication schedules, events) and coordinate cross-functional inputs.
- Write, edit, and produce clear, inclusive, and audience-appropriate communications for members and stakeholders, including newsletters and email campaigns, web updates and landing pages, social media content, brochures, catalogues, and print collateral, presentations, speaking notes, scripts, and internal communications.
- Establish editorial standards and review processes to ensure quality, accessibility, tone consistency, and accuracy.
- Own and optimize key communications channels, including email marketing platform (e.g., Mailchimp or similar), social media platforms (e.g., LinkedIn, Instagram, Facebook), and website content management (WordPress or similar).
- Build campaign funnels from awareness to conversion (registration, sponsorship interest, program participation), and then use analytics to evaluate performance and improve outcomes (reach, engagement, CTR, conversions).
- Collaborate with the Manager of Events and leadership to promote sponsorship opportunities and strengthen partner communications, including supporting campaigns that drive event registration, program participation, and member engagement.
- Develop and maintain relationships with local and industry media.
- Draft and coordinate media releases, statements, and responses; support issues management and time-sensitive communications.
- Develop and manage the marketing/communications budget in collaboration with leadership.
- Provide occasional front-of-office coverage and general support during peak periods or absences.
- Attend and support VICA events, including occasional evenings/weekends.
- Other related duties may be assigned to meet organizational needs, consistent with the scope of the position.

QUALIFICATIONS

- Post-secondary education in marketing, communications, design, or an equivalent combination of education and experience.
- 3-5 years progressive experience in marketing/communications (in-house, agency, association, or nonprofit).
- Demonstrated experience developing and executing integrated campaigns.

SKILLS AND ABILITIES

- Excellent writing, editing, proofreading, and content planning skills.
- Experience with email marketing tools (e.g., Mailchimp or similar) and list/segment management.
- Strong social media management experience, including content scheduling and performance reporting, as well as presenting analytics to senior management and a board of directors.
- Proficiency in Microsoft 365.
- Working knowledge of Adobe Creative Suite (InDesign, Illustrator, Photoshop); video tools are an asset.
- Comfort with basic web content updates (WordPress or similar); familiarity with HTML is an asset.
- Ability to interpret analytics and translate into actionable insights (platform analytics; Google Analytics an asset).
- Experience drafting media releases, statements, and issue communications.
- Experience supporting leaders with speaking notes, key messages, Q&As, and briefing materials.
- Experience with event and learning platforms (e.g., Eventbrite, Zoom, Arlo or similar), along with photography/videography skills, are both considered an asset.

COMPENSATION

- \$60,000 to \$65,000 annual salary
- Full extended benefits
- Paid vacation (starting at 3 weeks) & sick time

This position is an in-office position at the Victoria office. This position requires occasional weekend/evening work for events, and occasional travel within Vancouver Island.

The Vancouver Island Construction Association is an equal opportunity employer. We value diversity and do not discriminate based on race, colour, religion, gender, sexual orientation, national origin, genetics, disability, age, or veteran status.

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