

Marketing Assistant

Reports To: Marketing Manager

Job Type: Part time

Start Date: January 4, 2022

Duration: 6 months

Role Description: As a team member with RUNVAN®, the Marketing Assistant assists with a variety of projects including social campaigns, advertising and branding. This part-time position is a great opportunity to build your portfolio and contribute to a wide-range of marketing material.

Inspiring active, healthy lifestyles, the non-profit Vancouver International Marathon Society RUNVAN® annually organizes the First Half, BMO Vancouver Marathon, Granville Island Turkey Trot and Great Trek. All creative is designed and produced in-house. Learn more at runvan.org.

Core Responsibilities:

Online Advertising (45%)

- Creates e-newsletters, banner ads and social media imagery
- Creates webpages and updates analytics
- Writes clever copy for social and ads

Video (30%)

- Contributes to storyboard creations for new video content
- Cuts video packages and promotions
- May film and photograph content

Brand Management (25%)

- Adheres to brand standards, including graphics, language, tone and personality
- Creates branded communications and marketing tools
- Work with suppliers and sponsors to ensure brand standards are understood and upheld

Education and Work Experience:

- Post-secondary studies in Marketing and/or Communications
- At least 1 year relevant experience



VANCOUVER
INTERNATIONAL
MARATHON
SOCIETY

RUNVAN® - 3B
5279 Still Creek Ave
Burnaby, BC
Canada V5C 5V1

604 872 2928
runvan.org

Knowledge, Skills and Abilities:

- Outstanding creativity and technical skills
- Proficiency with Creative Cloud including Illustrator, Photoshop and Premiere Pro
- Proficiency with HTML
- Knowledge of brand management
- Strong attention to detail
- Excellent oral and written communication skills
- Enthusiastic, well organized and a self-starter
- Ability to work effectively with other team members and function independently
- Ability to adapt in a changing environment and cope in a demanding environment
- Runner, or would-be runner



We thank you for your interest in the Vancouver International Marathon Society RUNVAN®.

Please email your Resumé and Cover Letter to marketing@runvan.org.

Only candidates selected for an interview will be contacted.