



Job Posting: Marketing & Communications Coordinator

March 2025

Organization Overview

The Vancouver Botanical Gardens Association (VBGA) and Vancouver Board of Parks and Recreation (Park Board) are joint operating partners of VanDusen Botanical Garden and Bloedel Conservatory. The VBGA is a charitable organization that offers membership, education, volunteer, and fundraising programs to support the Gardens, and fulfills our mission to inspire generations to conserve, protect, and enhance the natural world.

Situated in Vancouver, BC, on the unceded Ancestral shared lands of the x^wməθkwəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliwətaʔ (Tsleil-Waututh) Nations, VanDusen Botanical Garden is a 55-acre urban green space, an ideal location for connecting with nature.

Position Overview

Reporting to the Director of Marketing & Communications, the Marketing & Communications Coordinator supports and promotes education programs, volunteer opportunities, membership, and philanthropy. Responsibilities range from managing digital tools to creating brand-aligned content. We encourage applicants to view our [website](#) to gain a better understanding of organizational offerings.

What We Offer

- Permanent position
- Annual salary \$40,000 - \$55,000 commensurate with experience
- Comprehensive benefits package
- RRSP matching program
- Hybrid work model
- Paid vacation, and paid time off during office closure Dec 25th- Jan 1st
- Office located within 55-acre botanical garden
- Opportunities for professional development
- Supportive work culture

Responsibilities

- Coordinate and execute marketing campaigns using **Mailchimp**, ensuring engaging content, audience segmentation, compliance with best practices, and alignment with organizational goals
- Coordinate and maintain **WordPress** website, Bloomberg Connects App and Google Ads
- Create print and digital materials using **Canva**
- Repurpose and **develop multimedia content** for various digital platforms, including website, social media, and email campaigns
- Support **public relations** efforts by assisting with media outreach and communications
- Monitor and **analyze performance metrics**, providing data-driven recommendations for improvement

Qualifications & Experience

- Two years of relevant work experience or a certificate in communications, marketing, or a related field (or an equivalent combination of education and experience)
- Professional and effective written and verbal communication skills; fluent English required.

Skills and Competencies

- Creative problem solver who thinks strategically and has the confidence to make independent decisions.
- Strong interpersonal skills thriving in a collaborative environment, with a willingness to support team members and be assertive when required.
- Highly organizational with the ability to prioritize responsibilities within a given deadline.
- An adaptable and flexible approach to managing multiple projects.
- Meticulous accuracy and attention to detail.
- Proficient in major social media platforms; familiarity with Adobe InDesign is a plus.

Work Environment

- 32-35 hours a week
- An estimated 1 day a week of in-office work for team building and capturing creative content
- Occasional weekend or evening work required
- Free onsite parking available

Please submit your resume and cover letter to VBGA Recruitment: [hiring@vandusen.org](mailto: hiring@vandusen.org)

We appreciate the interest of all applicants. Only those considered for the position will be contacted.

The VBGA is committed to employment equity and diversity and encourages applications from all qualified candidates, including people of any sexual orientation, gender identity, or gender expression; Indigenous peoples; visible minorities and racialized people; and people with disabilities.

The Vancouver Botanical Gardens Association (VBGA) acknowledges that VanDusen Botanical Garden and Bloedel Conservatory are located on the unceded Ancestral shared lands of the x^wməθkwəyəm (Musqueam), Skwxwú7mesh (Squamish), and səlilwətaʔ (Tseil-Waututh) Nations. We are honoured to be on the lands where these Nations have lived since time immemorial, and where they continue to maintain stewardship and live in balance with nature.