



British Columbia Aboriginal Land Managers Association (BCALM)
Employment Opportunity
Job Posting
MARKETING & COMMUNICATION COORDINATOR

Position: Marketing and Communications Coordinator

The British Columbia Aboriginal Lands Association (BCALM) is a provincially registered not-for-profit organization that is Aboriginal-controlled, community-based, and membership-driven. BCALM is dedicated to raising professional standards and capacity in First Nation land management.

BCALM is seeking an experienced and driven individual to fill the position of Marketing and Communications Coordinator

The Marketing and Communications Coordinator, contributes to the British Columbia Aboriginal Lands Managers Association of BC (BCALM) mission, which is to promote sustainable development and effective practices through the enhancement of professional development and technical expertise in land and natural resource management

by working to promote BCALM, and BCALM events and increase our First Nation membership.

Position Summary:

Working under the direction of the Executive Director, the Marketing and Communications Coordinator will be responsible to assist the Executive Director in coordination/administration of operations, programs, projects and activities that will advance the goals and objectives of the British Columbia Aboriginal Lands Association (BCALM).

Responsibilities:

Under the immediate supervision of the Executive Director or designate the Marketing and Communications Coordinator will:

- Collaborate with management to develop and implement a communications strategy based on BCALM's goals and objectives to provide relevant service to their target audience.
- Carry out the goals of the BCALM communication plan in conjunction with the association's strategic plan
- Maintain BCALM website and social media platforms
- Act as the project manager for assigned traditional and digital marketing campaigns and activities, including community events
- Assist in developing creative strategy, leading production, and launching campaigns and programs
- Create, edit, and publish annual reports, newsletter, and other marketing materials
- Stay abreast of new programs and services that will enhance the communications strategies of BCALM
- Coordinate BCALM events as required, including virtual in-person events, conferences, and meetings.
- Build and sustain a close liaison with Indigenous Services Canada (ISC) and other potential funders to assist with networking, policy rollout and best practices for distribution of communications materials, or updates from ISC to BC First Nations
- Promote BCALM and the National Aboriginal Lands Managers Association (NALMA)
- Encourage, support and market the Professional Lands Management Certificate (PLMCP), and ongoing training/workshops/networking/presentations by BCALM for BC First Nations Land professionals.
- Ensure marketing and communication projects are completed on time, on budget and within scope while maintaining the highest quality of delivery
- Responsible for all internal communications and day-to-day communication of project statuses, adjusting resources and priorities accordingly
- Assessing BCALM member engagement strategies and campaign priorities
- Digital Marketing: Assist in the development of digital media campaigns across channels including social media, website, email, YouTube and paid social advertising



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Responsibilities Continued:

- Develop and execute strategies to engage BC First Nations into becoming BCALM members by building web traffic and enhancing engagement
- Create an email marketing program for BCALM, create and maintain a database tracking system for BCALM inquiries, outreach activities.
- Respond to requests for information made by phone, email or through website.
- Proactive and insightful reporting, including actionable recommendations, on all active programs and marketing & communications campaigns and assisting the BCALM Executive Director on reporting requirements.
- Stay abreast of the latest digital and social media best practices, platforms, and trends.
- Knowledgeable regarding Federal and Provincial policies in relations to First Nation Land Management.
- Create and manage content marketing calendar.
- Distribute assigned content for website, email marketing and social media channels
- Perform other duties as requested and required

Requirements:

- Post-secondary degree or diploma in marketing or communications or equivalent experience
- 1-2 years work experience in a marketing or corporate communications role
- Google Ads certification and experience using digital advertising platforms including Facebook Ads, Google Ads and Google Analytics
- Familiar with First Nations culture and protocols
- Strong project management skills to successfully manage multiple projects
- Knowledge of traditional and digital marketing best practices and a passion for the latest marketing trends
- Knowledge and experience in customer relationship management systems is an asset
- Proficiency in Microsoft Office (Word, Excel, PowerPoint)
- Maintain confidentiality and ensure legislated privacy requirements are met.
- Own transportation and valid driver's license
- The successful candidate will be subject to a criminal record check (CPIC)
- Willing to work overtime and work weekends as required, willing to travel within Canada
- Significant travel to First Nation communities is required
- Signed and dated letters of reference

Skills, Knowledge and Competencies:

- Experience working with First Nations is an asset
- A creative problem solver who loves taking on new projects and challenges
- Service-oriented and comfortable working with multiple external clients and partners
- Exceptional written and verbal communication skills
- Takes a collaborative approach to work and thrives in a closely connected, team environment
- Able to prioritize and work flexibly in a fast-paced environment
- Detail-oriented and excellent organizational skills
- Takes ownership of projects and works independently when required
- Self-driven and seeks out continuous improvement opportunities
- Able to effectively manage time and workload and ask for support when required.



Location: Armstrong, British Columbia (Flexible, a telework arrangement between the successful candidate and the BCALM Board of Directors may be coordinated)

Employment Type: Full-time contract until March 31, 2026, with a possibility of an extension
Start date is immediate. The successful candidate will be subject to a probation period as per BCALM Personnel Policy

Language: Fluency in English (written, comprehension and oral)

Closing Date: Open until filled

Annual Salary: A range between \$50,000.00 – \$55,000.00 commensurate based on qualifications and suitability

Job Description: Available upon request

How to Apply: Mail or Email the following:

1. Covering Letter detailing how your skills will be a benefit to this position
2. Resume
3. Two Current Signed and Dated Letters of Reference

Send To: Cindy Couch, Executive Director
British Columbia Aboriginal Lands Association
5214 Clcahl Road
Armstrong, B.C. V0E 1B4
Email: ccouch@nalma.ca

Please note, only those selected for an interview will be contacted for this position. All are welcome to apply, preference will be given to persons of Aboriginal ancestry as per Section 16(1) of the Canadian Human Rights Act