Let your career SOAR with Wildlife Rescue!

Are you interested in being part of a PURPOSE-DRIVEN team with a passion for wildlife?

Do you want to join a fast-growing organization making a big impact in BC?

We are looking for a **Senior Marketing Coordinator** to join our Team.

Position Profile

The Senior Marketing Coordinator plays a vital role in shaping how Wildlife Rescue connects with its audience and amplifies its mission. They ensure consistent branding that inspires engagement and support. By driving awareness and building meaningful connections, the Senior Marketing Coordinator helps turn vision into impact, making them an essential force behind organizational growth and success.

Position Type

40 hours per week, permanent.

Compensation

$54,080 - $56,160 annually, depending on experience and expertise.

Who YOU are

You don't just respond to change; you spark it. You bring bold ideas and innovative approaches that inspire action and drive meaningful impact. With at least 3 years of marketing experience at a non-profit or purpose-driven organization, you know how to connect mission with message and turn strategy into results.

Who WE are

Established in 1979, the Wildlife Rescue Association of BC is a leader in wildlife rehabilitation and is committed to educating the public about peaceful coexistence with wildlife. Based in Burnaby, BC, we are Western Canada's busiest wildlife rehabilitation centre, admitting over 5,000 animal patients each year.

Our ADVANCEMENT team

The Advancement Team is a multidisciplinary group comprising Marketing, Communications, and Fundraising programs. Together, we work closely with other departments, staff, and volunteers to deliver the highest level of donor and public engagement. Joining this team means collaborating with passionate professionals dedicated to amplifying our mission and expanding our impact.

Employee Perks and Benefit

- Professional development funding and opportunities for career growth
- Starting paid vacation of 3 weeks
- A competitive extended medical and dental benefits plan, which includes:
    - Teladoc medical services
    - Employee Life Insurance
    - Travel protection outside of Canada
    - Access to paramedical services (counselling, chiropractic, massage therapy, and more).

Highlight of Key Responsibilities

- Lead the strategic development of Wildlife Rescue's brand identity, ensuring a clear, cohesive, and compelling presentation across all internal and external communications.
- Shape and refine Wildlife Rescue's voice and tone to ensure messaging resonates with diverse audiences while authentically reflecting the organization's mission and values.
- Establish and maintain brand standards, messaging frameworks, and communication procedures to ensure consistency, clarity, and alignment across all platforms, campaigns, and materials.
- Develop and execute integrated marketing strategies to increase awareness and strengthen community engagement in support of fundraising and educational goals.
- Plan multi-channel communications initiatives, including direct marketing campaigns, advertising, digital content, and storytelling that inspires action.
- Collaborate with the Advancement and Programs teams to align messaging, campaign priorities, and donor engagement.
- Monitor performance metrics and leverage audience insights to refine messaging, improve effectiveness, and drive continuous growth.
- Identify emerging marketing opportunities and recommend innovative strategies to expand reach and engagement.

Key Qualifications & Experience

- Minimum 3 years of marketing experience in a nonprofit fundraising setting.
- Demonstrated leadership potential and ambition for managerial growth.
- Proven ability to enhance marketing processes, campaigns, and brand initiatives, with a focus on strategic impact and cross-team collaboration.
- Strong knowledge of digital marketing tools, platforms, and analytics, translating data into actionable insights and driving continuous improvement.
- Excellent writing, editing, and storytelling skills for creating engaging content across various channels, including podcasting.
- Experience with CRM systems, preferably Salesforce, for tracking campaigns and managing donor engagement.
- Strong organizational skills and the ability to manage multiple projects and deadlines.
- Excellent interpersonal skills and a proven ability to build and maintain relationships with stakeholders and partners.
- Experience in a cross-functional or remote team environment, with strong collaborative skills.
- Understanding of brand strategy and messaging frameworks for consistent communication.
- Proactive and adaptable, with the ability to identify opportunities and drive marketing innovation.
- **We are seeking the right fit for our team and encourage all interested candidates to apply.**

Please Note

- All candidates must be willing to obtain a criminal record check in accordance with policy.
- WRA is an Equal Opportunity Employer committed to Diversity, Equity, and Inclusion. If you need assistance or an accommodation, please contact us at recruitment@wildliferescue.ca.

To Apply

Please submit your cover letter and resume as a single PDF using our online form. https://app.smartsheet.com/b/form/019c8ca98ab77d99ae8972c3960b28b2

If you have any questions, please contact us at recruitment@wildliferescue.ca.

The Wildlife Rescue Association of BC is located on the ancestral and unceded homelands of the hən̓q̓əmin̓əm̓ and Sḵwx̱wú7mesh-speaking peoples. We are grateful for the opportunity to be on this beautiful, shared territory.