

Marketing Manager - FT

Alacrity Canada is actively seeking a vibrant and organized individual to join the team as Marketing Manager. This is an exciting opportunity to be part of an innovative and entrepreneurial team.

About Alacrity Canada

Alacrity Canada facilitates success and economic growth in the Western Canadian technology sector by providing support and entrepreneurial mentorship to promising entrepreneurs, in addition to finding and connecting these individuals with the venture capital funding needed to develop thriving local tech companies.

About the Role

Alacrity is growing! We're looking to add a Marketing Manager to join our team. This is an exciting opportunity for a structural doer and strategic thinker who can empower the many moving parts of our organization's ecosystem through storytelling. If you're self-motivated, enjoy working in small, cross-functional teams, are highly creative, are intrigued by the power of entrepreneurship, and are willing to think and work outside the box, then we believe you'd have a lot of fun with us.

This role reports directly to the Chief Operating Officer. You'll work closely with the Managers of all programs and entity's to gather newsworthy information and to support Programmatic and Alacrity Canada's marketing initiatives. This position can be based out of either our Victoria office or our downtown Vancouver office, and we support a hybrid work from home model. To learn more about our team, please check out the "About Us" section on our website at <https://www.alacritycanada.com>.

Responsibilities

Key initiatives include Project Management for marketing initiatives that support marketing Alacrity Canada in general and the programs it runs while acting as a key strategist in these initiatives. In part and parcel to the delivery of these is the strategizing and execution of digital elements of all marketing initiatives in partnership with the UI/UX Design Lead; supporting the Content Coordinator in stewarding the execution of each quarterly Magazine Issue by delivering the Impact Report that goes along with it, and guiding them in the evolution of their content plan.

Other responsibilities will include

- Graphic Design Development for Alacrity Canada's Quarterly Magazine
- Graphic Design Branding for our invested companies (when needed)
- Sponsorship management
- Event planning and management
- Marketing Agency stakeholder for external parties (ie PR agencies, marketing agencies)

- Supporting internal communications team
- Partnership liaising for cross-functional advertising and commercialization

Requirements

- Minimum 3+ years of **professional experience** in social media strategy and content deployment
- Experience in project management
- Proficiency in Adobe Suite, Figma and Canva/Visme
- Experience working cross-functionally with a number of teams
- Experience writing engaging copy
- A portfolio of both B2B and B2C work

Qualifications

- Completed a diploma or degree in communications, social media, design or marketing
- You are organized and self-sufficient, able to take opportunities to search for the information you don't have.
- You enjoy collaboration, creativity, and working in a fast paced environment.
- You want to learn and grow this role into your dream career

What kind of team would you be diving into?

One that's brisk, cheerful, & community-minded! Alacrity Canada is about business with kindness - we're West Coast through and through. We're friendly and eager team players, who support one another. We're collaborative and thrive on the team's ideas and interests. At Alacrity Canada, we support and encourage each other to not only do our best inside the office, but outside the office as well.

What we offer

- Flexibility to work remotely
- Extended health and dental benefits; premium 100% covered
- Employee Assistance Program
- Monthly health and wellness stipend
- Parental leave top-up
- Support to learn and grow through professional development opportunities
- Collaborative office environments in Vancouver and Victoria.

Salary Range

\$70,000 - \$80,000 Annually

A message about Alacrity Canada for a future team-mate

"I love working for Alacrity because it's a dynamic and fast-moving organization that is continuously exploring new opportunities and sectors. Alacrity balances its status as a non-profit with its commitment to supporting and sparking business in B.C. Alacrity is international, it is entrepreneurial and it is collaborative by nature." - Sofie Campbell - Cleantech Marketing Specialist

"I took a non-traditional path to office work, and initially I didn't believe I would ever 'fit in' in an office environment. Self-described as a living exclamation point, a traditional office felt stifling. I remember walking into the Alacrity Canada offices for my job interview and immediately knowing: this was where I was going to work, this was where I fit in. In the years since, the support and care shown to me by the rest of the Alacrity Canada team has allowed me to grow and thrive in my role as Office Manager." - Chrystal Boyd, Office Manager

Our Own Standards

Qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, sexual orientation, gender perception or identity, national origin, age, marital status, protected veteran status, or disability status. We believe different perspectives make Alacrity Canada a better organization. We're committed to building a diverse, equitable and inclusive environment where our team members feel that they belong. We are actively educating ourselves to create this environment.