WEST COAST KIDS
CANCER FOUNDATION

Marketing and Communications Manager

Salary range: $59,000 - $62,000/year
32 hours/week

DESIGN | CREATE | COMMUNICATE | MAKE A DIFFERENCE

About us:

West Coast Kids Cancer Foundation (WCK) is a charity that supports families with small actions that make a big impact every day. Our families need food, connection, resources, and mental health support while navigating childhood cancer and blood disorders. We help families feel supported and heard through family-led programming that eases the burden.

About you:

You were born to craft stories, both visually and in writing. You see the potential in WCK and are ready to jump on board to help elevate our communications, allowing us to reach and support even more kids and families. Whether you're designing social media posts, refining a message, telling a story, or creating print materials, your creative spark shines through. You love to think outside the box but also have a sharp eye for the finer details. You thrive in a dynamic, collaborative environment, and you are ready to use your skills to make a meaningful impact. You fit right into the relaxed culture of kindness, laughter, and compassion that permeates WCK.

About this role:

You will lead WCK's marketing and communications initiatives, creating engaging visual and written content, managing our digital communication platforms, and developing campaigns that strengthen community awareness, donor engagement, and fundraising efforts.

Reporting to the Executive Director, you will work closely with the Development Lead to support fundraising campaigns, donor communications, and events, while collaborating with program staff, volunteers, community partners, and families to bring our mission and impact to life through compelling storytelling and engaging content.

As a valued member of our team, you will:

- Collaborate with the leadership team to develop, implement, and evaluate WCK's marketing and communications strategy.
- Plan, create, and manage engaging visual and written content across social media, newsletters, websites, and other communication channels.
- Manage and administer WCK's digital communication platforms, including the website, Mailchimp, social media, and other marketing tools, ensuring ongoing maintenance, updates, and audience engagement.
- Work closely with the Development Lead to plan and execute fundraising campaigns, including online fundraising initiatives, donor communications, event promotions, and stewardship materials.
- Develop and execute digital marketing campaigns that strengthen community engagement, increase awareness, and support fundraising goals.

- Maintain WCK's brand, voice, and messaging across all communications, ensuring consistent and ethical storytelling when working with families, partners, and stakeholders.
- Lead the planning, content development, and design of WCK's annual report and other key organizational publications.
- Collaborate with program staff to develop communications that promote programs, events, and community initiatives.
- Oversee marketing assets, social media policies, and media protocols, ensuring content is organized, accessible, and compliant with privacy standards.
- Monitor marketing analytics and campaign performance, and coordinate external contractors, including designers, photographers, and videographers.

What you bring to the role:

Education & Experience

- Post-secondary education in a related field, e.g. digital design, marketing, or communications
- 2+ years working in a related position or environment involving creative graphic design, marketing, communications, or social media

Skills & Abilities

- Strong writing and editing capabilities, and enthusiasm to develop and grow these skills
- Demonstrated understanding of different marketing streams, including email marketing, social media, and content marketing
- Strong design skills and the ability to work in Canva
- Familiarity with video editing software, such as CapCut or other content creation tools
- Comfortable with tech such as ClickUp, Mailchimp, WordPress, or similar platforms
- Self-motivation, curiosity, and a willingness to learn
- Exceptional communication and interpersonal skills are essential
- Strong ability to work independently as well as with a dynamic team
- Experience dealing with sensitive situations where compassion and diplomacy are key
- Up to date immunizations are required
- A clear Vulnerable Sector Criminal Record Check
- Secondary language skills are an asset
- Experience with SEO and analytics tools is an asset

Compensation and Details:

- This position is 32 hours/week
- Salary range is $59,000 - $62,000/year
- This role is required to occasionally work evenings and weekends
- Extended health benefits
- 20 days paid vacation (includes 1 week office closure between Christmas and New Year's)
- Flexible, hybrid work from home/office model

To Apply:

We want to hear from you! To apply for this position on the WCK team, please send a resume, cover letter, and portfolio to Jeenu Kailey, Executive Director, at careers@wckfoundation.ca. Your portfolio should include examples of print materials, social media posts, and written content such as blogs or editorials that showcase your experience and creativity.

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We will review applications on a rolling basis and remove the posting once the position is filled.

West Coast Kids Cancer Foundation is committed to equality, diversity and a welcoming and inclusive workplace. We thank all applicants for their interest; however, only short-listed candidates will be contacted for consideration.