



## Communications & Community Engagement – Job Description

**Reports to:** Program Manager and Executive Director  
**Location:** Vancouver, BC  
**Type:** Full-Time  
**Experience:** Junior / Entry Level  
**Salary:** Commensurate with experience. Health benefits package available.  
**Start Date:** As soon as possible.

### ABOUT MUSIC BC

Music BC is a not for profit association serving the for profit and non-profit music industry, including artists from all genres, industry professionals, service providers, studios, promoters, venues, festivals, producers, agents, managers and educational institutions.

Music BC is a member based organization that provides the industry at large with information on the state of the industry, trends, funding & educational programs and resources.

Music BC provides several services including **Training & Development** through our **How-To Series** of workshops, panel discussions & seminars with leading industry professionals locally and across the globe. **Live Music Trade Initiatives** including domestic and international showcasing opportunities such as Reeperbahn (Germany), The Great Escape (UK), and Canadian Music Week (Toronto), among others. Music BC also provides **Touring & Industry Professional Grants** in support of touring and other showcase or business initiatives.

Music BC is the voice of the BC Music industry through active advocacy for funding support, tax credits and creator's rights. Internationally, Music BC advocates on behalf of the industry at international events to promote business and creative opportunities.



## **ABOUT THE ROLE**

We are seeking an individual with exemplary capabilities to facilitate Music BC's Communications & Community Engagement. We are a fast-paced, deadline-driven organization looking for a motivated, proactive individual who thrives on short deadlines and enjoys working within a small team.

The ideal candidate is passionate about the arts and creative sectors, live music sector, industry development/education and will ultimately be an ambassador for our organization and the local music industry, adding value to its members within BC and nationally. The ideal candidate is aware of musician and music industry professionals' needs, current trends, enjoys attending live shows, networking with musicians and industry professionals while being open to continuous learning about the ever evolving industry.

## **KEY RESPONSIBILITIES**

### **Communication**

- Maintains company presence and dialogue on organization's Facebook page, Twitter and Instagram accounts;
- Analyze social media presence, monitor internal Facebook campaigns and contribute ideas for engagement and outreach;
- Maintains company LinkedIn, Spotify accounts;
- Prepares and sends weekly newsletter (researching local, domestic and international industry and member news);
- Prepares and sends annual member/industry surveys;
- Update graphics and write content for Music BC website;
- Assist Music BC's publicist in coordinating interviews and other press items as needed.
- Ensures that all promotional materials are aligned with company's brand identity;
- Oversees the coordination of marketing and promotional materials for the company (banners, power points, pamphlets, etc);
- First point of contact for office phone calls and general inquiries;
- First point of contact for office walk-ins and general inquiries;
- Respond to emails, voicemails and social media mentions in a timely fashion;
- Coordinate Board Meetings, Annual General Meetings and prep materials needed;
- Coordinate graphic design and implementation for Music BC programs and other internal artwork needs;
- Manage industry contact database;
- Build and maintain relationships with collaborative partners.



## Community Engagement

### Membership:

- Work with Executive Director and Program Manager to develop and enhance member benefit programs;
- Monitor and respond to general email inquiries about programs, membership options, etc;
- Travel within BC as needed (some evenings/weekends) to promote awareness about Music BC initiatives, opportunities, member benefits, etc;
- Maintain online membership system and mailing list;
- Administer Membership Payments through PayPal, by cash or by Square Card Reader.
- Coordinate (requesting and stocking) informational materials from affiliates (FACTOR, Creative BC, SOCAN) and other relevant information for members/non-members as seen fit.

### Events:

- Attend local community/industry events as needed;
- Attend Music BC Events (Educational/Networking/Showcasing) as needed;
- Assist Program Manager and Executive Director in planning, organizing and facilitating logistics of programs, showcases, educational workshops, board meetings and AGM's. Tasks include but not limited to:
  - Pre-event
    - Coordinate invite list/manage RSVP's;
    - Inventory/prep of supplies;
    - Recruit volunteers as needed;
    - Coordinate photography, video, sponsors, prizes and catering as needed;
    - Prep/schedule social media posts;
    - Assist with travel and accommodation bookings;
    - Assist with securing venue/PA and tech needs;
    - Coordinate on-site collateral materials;
    - Event timelines and itineraries.
  - On-site/day of event:
    - General set up, decoration, clean up;
    - Tech/PA setup;
    - Greeting guests;
    - Manage member sign-ups;
    - Train and supervise volunteers.
    - Social Media posts



- **Post-event**
  - Create/send/compile survey and survey results;
  - Monitor and file social media mentions, email feedback, etc;
  - Other duties as needed.

## **Work Environment**

- 9:00AM-5:00PM Monday to Friday, unless there is an evening or weekend event, in which case time in lieu would be provided.

## **Required Knowledge, Skills and Abilities**

- Exhibits knowledge of company identity, mission, and goals;
- Demonstrates strong writing and editing skills;
- Communicates clearly and effectively;
- Possesses strong organizational skills;
- Is detail-oriented;
- Proficient in Hootsuite, Wordpress, Mailchimp, Hugo;
- Exhibits proficiency in Microsoft Office Suite including Word, Power Point, Excel;
- Exhibits excellent interpersonal skills;
- Experience with programs liked Adobe and InDesign would be an asset;
- Is capable of thinking creatively and analytically;
- Manages time efficiently and is an effective multitasker;
- Ability to logically think through projects in a step-by-step manner;
- Collaborating with other team members to ensure effective dissemination of information;
- Possesses solid problem-solving skills;
- High standards of performance for self and others. Accountable for work and responsible for follow-through on tasks to ensure success;
- Receptive to feedback;
- College or other relevant post-secondary education
- 1-2 years of experience working in Communications and/or not for profit sector;
- Flexible: Able to work evenings, weekends and travel as needed to fulfill role and to represent the organization at events;
- Familiar with programs administered or supported by various funding bodies including FACTOR, Creative BC, the BC government and others;
- Experience in event coordination;
- A valid driver's license, a valid passport and the ability to cross international borders.



To apply for this position, please send your cover letter and resume to Lindsay MacPherson -  
Program Manager, Music BC Industry Association: [lindsay@musicbc.org](mailto:lindsay@musicbc.org)

Deadline for applying: **Wednesday, July 26th at 5:00pm PST**

***We thank all applicants in advance for their interest; however, only those candidates selected for an interview will be contacted.***