



**Job Posting:**  
**Social Media Coordinator - Part Time Role**  
**(14 hours p/week)**

Vancouver Botanical Gardens Association (VBGA), joint operating partner of VanDusen Botanical Garden and Bloedel Conservatory with the Vancouver Park Board, is seeking a Social Media Coordinator to further our mission to engage people in the importance of biodiversity to our lives, and to foster a lifelong love of plants and gardens.

The VBGA is committed to employment equity and diversity and encourages applications from all qualified candidates, including people of any sexual orientation, gender identity, or gender expression; Indigenous peoples; visible minorities and racialized people; and people with disabilities.

**Position Overview**

Reporting to the Marketing & Communications Director, the Social Media Coordinator will support marketing and communications through creating and distributing informative, fun, and inspiring social media content and by getting the word out about VBGA education programs, volunteer opportunities, membership, and philanthropy. This is a hybrid role with some time onsite as needed and time working from home.

**Key Responsibilities:**

- **Content Creation:** Support the development of visual and written content, including creating graphics, shooting video content, editing photos, and writing captions that align with our brand voice.
- **Community Engagement:** Monitor social media platforms for comments, mentions, and direct messages. Respond to follower inquiries and engage with the online community.
- **Analytics & Reporting:** Track and report on social media performance metrics such as engagement, reach, and follower growth. Provide insights to improve future posts and campaigns.
- **Trend Research:** Keep up-to-date with social media trends, new platform features, and best practices to help enhance the organization's social media strategies.
- **Content Scheduling:** Assist with scheduling and posting content across social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) using social media management tools.

- **Campaign Support:** Assist in the implementation of social media campaigns for organizational initiatives, events, and fundraising efforts.
- **Administrative Support:** Provide administrative assistance, tracking deadlines, organizing assets, supporting with newsletters and other duties as needed.

### **Qualifications & Experience**

- Minimum of a certificate in Communications, Marketing, or a related field plus two years of relevant work experience, or an equivalent combination of education and experience
- A passion for storytelling and content creation
- Great writing and editing skills
- Ability to take and edit digital photos and create videos and graphics
- Strong understanding of major social media platforms and digital tools, including Meta Business Suite, Canva, and WordPress (or other CMS)
- An organized and flexible approach to managing multiple projects and deadlines
- Accuracy and attention to detail
- Ability to problem-solve and make decisions independently

### **Personal Characteristics**

- Adaptable and good at prioritizing
- Thinks strategically and creatively
- Proactive - confident in asking questions, generating ideas, and being a self-starter
- Excels in a collaborative work environment with flexibility and willingness to assist other team members

### **Availability and Duration**

- 14 hours per week
- Some flexibility required
- 8 month contract with possibility of renewal or extension
- Pay: \$26 p/hour + 4% in lieu of vacation

To apply, submit your resume and cover letter to [hiring@vandusen.org](mailto: hiring@vandusen.org). Resumes and cover letters will be accepted until the position is filled. Please note that we will only contact candidates we are considering for the position.

The Vancouver Botanical Gardens Association (VBGA) acknowledges that VanDusen Botanical Garden and Bloedel Conservatory are located on the unceded Ancestral shared lands of the x<sup>m</sup>məθkwəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Səl̓ílwətaʔ/Selilwitulh (Tseil-Waututh) Nations. We are honoured to be on the lands where these Nations have lived since time immemorial, and where they continue to maintain stewardship and live in balance with nature. Our work of promoting environmental sustainability and stewardship would not be possible without Indigenous perspectives and knowledge.