

Communications & Marketing Specialist

Are you a digital-savvy communicator with a conscience? Well, look no further -- we're seeking a full-time Communications & Marketing Specialist to advance our mission.

At Light House, we're not just building a brand – we're on a mission to create a regenerative and circular built environment. As a trailblazing organization, we're seeking a dynamic and creative team member who loves to innovate and communicate. If you're passionate about the digital world, crafting compelling narratives, fostering meaningful, inclusive connections, and changing the world then this is the role for you!

As our Communications & Marketing Specialist, you'll be the driving force behind communicating our mission, overseeing a holistic strategy that seamlessly blends communication and marketing initiatives. You'll play a pivotal role in ensuring our organizations identity is consistent across various channels, and sparking authentic interactions with our target professional audience.

Key Responsibilities:

- Collaborate on the development of our communications and marketing strategy
- Execute on communications, marketing, and engagement tactics
- Craft captivating content for various platforms, including social media, blogs, newsletters, press releases, and website copy.
- Collaborate with other team members to create and execute innovative B2B marketing campaigns.
- Manage social media accounts and curate compelling content calendars to engage and expand our online community.
- Build and nurture relationships with media outlets, influencers, and partners to amplify our reach and coverage.
- Monitor industry trends and conduct market research to identify new opportunities for engagement and growth.
- Analyze the effectiveness of communication and marketing efforts through metrics and insights, adjusting strategies as needed.
- Plan and organize events, webinars, workshops and special projects that enhance public engagement and showcase our expertise.
- Provide guidance and support to internal teams, ensuring consistent messaging and branding in all communications.

Qualifications:

- Proven experience in communications, marketing, and engagement roles
- Bonus points if you know your way around the construction, real estate and/or sustainability fields.
- Experience with B2B marketing also an asset.

- Strong creative mindset with the ability to think outside the box and bring fresh ideas to the table.
- Proficiency in Wordpress & WP Bakery, LinkedIn and other social media platforms, MailChimp and other digital marketing tools, and analytics tools.
- Bonus if you have some graphic design skills.
- Exceptional written and verbal communication skills, with the ability to tailor messaging for different audiences and platforms.
- Detail-oriented with strong project management and organizational skills.
- Planning killer events that people will remember.

Perks and Benefits:

- Competitive salary
- Comprehensive health, dental, and vision benefits
- Flexible work schedule with home/office mix
- Professional development opportunities and access to industry events
- Collaborative and inclusive company culture
- Opportunity to make a significant impact
- Open, shared office environment at Marine Dr. SkyTrain station with gym access, bike parking and showers, and office amenities.

We're not just looking for a comma-happy guru; we want a dynamic creative who can turn a plain old press release into a viral tweetstorm. If you're ready to drive the narrative, fuel engagement, and amplify our mission, we encourage you to apply and be part of our dynamic team at Light House. Join us in and transforming the way we communicate, market, and connect to shape the future of sustainable building. **Please submit your resume, cover letter, and any other relevant supporting documents to gil@light-house.org. Please include "Communications & Marketing Specialist" in the subject line.**

Light House is a Living Wage and inclusive employer. We cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences enable us to be a better team – one that makes better decisions, drives innovation, and delivers better outcomes. While we appreciate the time and effort taken to submit an application, only shortlisted candidates will be contacted for an interview. We look forward to receiving your application.