



DR. SUN YAT-SEN
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GARDEN

Online Community Coordinator (part-time position)

Located in the heart of Vancouver's historic Chinatown, the Dr. Sun Yat-Sen Garden Society of Vancouver is a not-for-profit charity connecting cultures and communities. In 2011, it was named "World's Top City Garden" by the National Geographic.

The Online Community Coordinator is responsible for developing and managing all aspects of online presence for the Dr. Sun Yat-Sen Garden Society of Vancouver. The position is based in a fast-paced, high energy environment and will work closely with various departments and report directly to the Manager of Marketing & Sales.

The ideal candidate should have extensive familiarity with major social sites and services, in-depth knowledge & experience for community engagement through brand management & social media, and for driving traffic through organic (non-paid) means.

You must be self-directed and have the ability to manage multiple projects and meet short deadlines. While incredibly detail-oriented, you have been recognized for your "do what it takes" work ethic, and you are looking to be part of creating and building something sustainable in the bigger picture.

This is a 28 hours/week part-time contractual position.

Responsibilities

Website:

- Update the web content on a regularly basis
- Monitor & drive traffic (organic) to the Garden website
- Oversee the completion of Garden website re-development with attention paid to improved usability and functionality

E-Communication:

- Create, distribute and monitor regular electronic communication initiatives
- Track & improve the effectiveness of e-communication, especially with regards to Garden member engagement & campaign management

Social Media:

- Monitor day-to-day online/social media conversations about the Garden
- Refine and accelerate existing social media strategies on relevant platforms
- Research, develop & implement appropriate viral campaigns
- Monitor social media best practices and provide proactive recommendations



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- Optimize opportunities to expand engaged online relationships to offline interactions, visitations, involvement & participation
- Track & evaluate insights, trends & feedback retrieved online regularly
- Supply appropriate data collected to appropriate departments for departmental performance evaluation

Qualifications

- 2+ years of hands-on marketing experience in an on-line environment with measurable impact
- Superior written communication & interpersonal skills
- An eye for detail, quality & consistency
- Good knowledge of and passion for community development & engagement
- Prior knowledge of the not-for-profit sector & environment
- Excellent knowledge of and experience with Adobe Photoshop, InDesign, Contribute & Dreamweaver
- Excellent knowledge of email marketing software & best practices, such as Constant Contact and MailChimp
- Prior knowledge & experience with WordPress, including basic knowledge of HTML, a thorough understanding of web standards, best practices and cross-browser compatibility
- Extensive experience with online marketing through various social media platforms, and tools to monitor and track impact & effectiveness
- Working knowledge in web & graphic design, Google Analytics & Search Engine Optimization
- Ability to work independently and exercise good judgment, discretion and tact
- Ability to think and act strategically
- A sense of humor, experience with web development, photography and/or video editing is a definite asset
- Ability to meet tight deadlines and adapt to last-minute developments and opportunities

If you have the above mentioned qualifications, please submit your resume and cover letter to Donna Chen at community@vancouverchinesegarden.com by **5pm** on **February 8, 2012**. Please include "OCC" in the subject line.

No phone calls please. Thank you all for your interest. Only short-listed will be contacted for an interview.