



Marketing Coordinator- Parental Leave Coverage

Who We Are

Located lakefront in the heart of downtown Kelowna, the Kelowna Yacht Club provides our members with top-quality moorage in Canada's largest fresh-water basin, excellent variety of food and beverage service, social events, and many opportunities to volunteer as a part of the community. Being a not-for-profit organization, Kelowna Yacht Club has been supporting boater education and safe, responsible enjoyment of Okanagan Lake since 1945. Our facility is a resource for community partners such as the Canadian Power and Sail Squadron and Adaptive Sailing Association.

What We Offer

- Competitive Wage
- Health & Wellness Benefits (min. hours required)
- Welcoming culture that supports work life balance
- Opportunity to learn, grow and experience lake life in the Okanagan

Position Summary

We are looking for someone who is excited to fulfill the Kelowna Yacht Club's marketing strategy with passion and expertise in this field. In our dynamic and fast paced environment, the Marketing Coordinator - Parental Leave coverage (12-18 months) will work closely with all departments of the Kelowna Yacht Club. This person should be adaptable to moving parts and can work independently and with a team. From in-house marketing to social media, email marketing, and much more, you will be driving engagement and interest through creative and meaningful content that aligns with the KYC brand.

***Rate of Pay: [to be determined]**

Position Responsibilities:

In-House Marketing

- Creation of posters and handouts
- Website updates and seasonal changes
- Informational and educational content
- Maintaining digital screen throughout the clubhouse

Social Media

- Managing two accounts across multiple platforms
- Scheduling and content creation

To apply, email your resume to: leona@kelownayachtclub.com



- Running ad campaigns
- Capture and share on-site events
- Reporting and analytics

External Marketing

- Development and submission of ads to various external marketing campaigns
- Attend and participate in marketing & sales events, trade shows and sales booths
- Assist in press releases, with development and issue to media contacts

Other Duties

- Assist in creating email marketing campaigns for departments of KYC
- Maintaining the advertising and sponsorship program
- Approve departmental invoices for accuracy
- Be part of the future budgeting and market plan

Qualifications:

- 2+ years marketing experience (*requirement*)
- Post-secondary education
- Experience in a private club (*asset*)
- Experience with the following platforms/programs are an asset:
 1. Facebook
 2. Instagram
 3. WordPress
 4. Microsoft Office
 5. Canva
- Intermediate-Advanced computer skills
- Ability to learn in-house software

Who You Are:

- Communicates effectively, ensuring all details and related logistics are delivered to the appropriate individual/departments
- Ability to build and maintain strong business relationships
- Proactively identify problems and innovate solutions to challenging situations
- Superior organizational skills to manage tight timelines and conflicting priorities
- Exceptional conflict resolution, negotiation, and objection handling skills