



Marketing Assistant - Intern

Association Services Office, YMCA-YWCA, Langford, BC

Vacancies: 1
Position Type: Casual, Term
Placement: September 2025 (12 weeks, with possibility of extension)
Wage Range: \$21.00 per hour
Hours: 35 hours per week; Monday to Friday

Nature and Scope:

The YMCA-YWCA of Vancouver Island is seeking a dedicated and detail-oriented Marketing Assistant - Intern to join our team. Reporting directly to the Director of Operation – Fund Development, you will play a vital role supporting social media and marketing and related administrative functions. We are looking for a dynamic individual to help drive engagement through strategic content and data-driven insights. This casual/term position is entitled to an individual YMCA-YWCA facility pass.

What You'll Be Doing:

- Develop and execute efficient content strategies across various platforms including Facebook, Instagram, TikTok, and LinkedIn.
- Assist in the management of the social media content calendar, including drafting and recommending effective content / marketing strategies to reach and engage external and internal audiences.
- Gather and present data on fund development campaign success, by collecting audience feedback.
- Execute marketing tactics for programs and membership across social, news, and print media.
- Collaborate with leadership staff to align department marketing campaigns through a unified voice on our digital and print material by using consistent branding and scheduling.
- Develop tools and methods for collecting data such as surveys, opinion polls and questionnaires.
- Conduct social listening to monitor brand mentions and industry trends, providing insights for strategy adjustments.

What You'll Need:

- Post-secondary education in progress or completed preferred
- Excellent communication and interpersonal skills
- Experience with Facebook, Instagram, Twitter, LinkedIn, and TikTok.
- Proficient in Canva, Microsoft Office, and Constant Contact
- Familiarity with basic social media analytics.
- Proven experience in social media management.
- Familiarity with social listening tools and techniques for effective audience engagement.
- Exceptional proofreading skills with keen attention to detail.
- A creative mindset with the ability to think outside the box while adhering to brand standards.
- Comfort with working independently as well as part of a dynamic team.
- A clear Police/RCMP Criminal Record Check with Vulnerable Sector Screening required (prior to start date – not required at the application stage)

Competencies:

- Commitment to Organization Vision and Values
- Customer Service
- Communication
- Teamwork
- Self-Management
- Problem-Solving
- Planning and Organization
- Commitment to Health and Safety

To Apply: Please send a cover letter and resume, indicating the position that you are applying for in the subject line of your email, to:

Human Resources
YMCA-YWCA of Vancouver Island
Email: hr@vancouverislandy.ca

Please Note:

1. *Application Deadline: **This posting will close when a suitable candidate has been found.***
2. *Please indicate in your cover letter how you heard about this position.*
3. *We thank all applicants, but only short-listed candidates will be contacted for an interview.*

The YMCA-YWCA of Vancouver Island is an equal opportunity employer.