



Position Title:	Social Media & Marketing Assistant		
Reports To:	Director, Marketing & Engagement		
Classification Level:	Pay Grade 4	Date:	February 2026

## About EducationPlannerBC

EducationPlannerBC (EPBC) is B.C.'s provincial application and data exchange hub designed to provide improved access to post-secondary education in B.C. by engaging and informing applicants and their supporters throughout their post-secondary researching, planning, and applying stages. EPBC works to proactively innovate for our applicants, public post-secondary institutions (PSIs) and government partners.

## Position Summary

Reporting to the Director, Marketing & Engagement, the Social Media & Marketing Assistant supports the Marketing & Communications Specialist in implementing creative solutions to meet the needs of EPBC using a mix of creative skills and marketing expertise to impact both internal and external clients. The Social Media & Marketing Assistant is knowledgeable in practices and trends in social and digital marketing and is able to gather and analyze data to optimize marketing strategies and develop reports to support direction and plans. Given the collaborative nature of EPBC, the Social Media & Marketing Assistant will support other duties of the Marketing & Communications Specialist as required.

As part of the Marketing and Engagement team, the Social Media & Marketing Assistant is collaboratively responsible for reaching students and supporters through activities to promote and increase awareness of EPBC's brand and services to support student learning and their transition to public post-secondary education in B.C.

## Key Accountabilities & Time Allocation

The following provides an approximate allocation of time for key accountabilities and a representative list of duties. From time to time, this position will be expected to undertake other duties and responsibilities as necessitated by its evolving position within the organization or the overall business objectives of the organization.

### Social Media Support (60%)

- Lead the development of a social media calendar with scheduling, posting, and monitoring content across social media channels.
- Create social media posts including graphics, captions, and stories aligned to EPBC brand guidelines.
- Optimize content for each platform, leveraging best practices for Instagram, Facebook, LinkedIn, YouTube, and other platforms used by EPBC.
- Review, update, and maintain EPBC's YouTube channel, applying industry and YouTube standards.
- Recommend new strategies and designs to improve EPBC social media channels. Stay current on industry best practices through monitoring sector and partner organizations' social media channels.
- Monitor comments and messages. Draft responses to questions or issues for review and approval.
- Track social media performance and engagement metrics, to share in overall reporting.

### Marketing & Communications Support (40%)

- Assist the Marketing & Communication Specialist to review and incorporate feedback to ensure all materials align with brand and messaging standards.

- Assist with the development of marketing materials, including collateral, event support, digital assets, and presentations.
- Support website updates through reviewing, testing, and publishing pages.
- Support the administration and coordination for projects, including uploading files to media and print channels, gathering production estimates, creating QR codes, performing in-market reviews, and reviewing use of brand standards.
- Develop and maintain reporting for all marketing campaigns:
  - Track engagement, reach, and campaign effectiveness
  - Use analytics tools, and other channel metrics to gather performance metrics
  - Compile insights to identify themes and trends, and understand impact of activities
  - Provide high-level summaries of what content is performing well, the audiences who are engaging, and overall campaign return on investment
- In consultation with the Marketing & Communications Specialist, ensure appropriate support is in place during absences.

### Competency Requirements

- Excellent collaboration skills, including supporting and working alongside internal staff.
- Effective negotiation, dialogue/conflict resolution, and diplomacy skills.
- Strong sense of initiative, ability to set priorities, follow workflows, and meet deadlines.
- Ability to apply problem-solving and analytical skills, for quick and confident decision making.
- Ability to clearly communicate, both verbally and in writing, being mindful of the audience and their communication needs.
- A keen focus on detail and accuracy.
- Ability to be flexible and adaptable, adjusting to shifts in workload and task priorities.
- Ability to demonstrate professionalism and good judgment.
- A willingness to learn and adapt with technology and update professional knowledge and skills.

### Education, Knowledge and Experience

- Graduation from a post-secondary program directly related to digital marketing, or an acceptable combination of education, training, and experience.
- Demonstrated experience managing social media channels for an organization.
- Experience in developing platform-specific content, including for Instagram, Facebook, LinkedIn, and TikTok.
- Experience managing a YouTube channel, and best practices to optimize video content, including formatting, tagging, and publishing.
- Proficiency in website content management and using platforms such as WordPress.
- Experience developing marketing content tailored to youth audiences.
- Experience producing and editing video content, animation skills considered an asset.
- An understanding of the B.C. post-secondary system is an asset.
- Proficient with MS Office, Adobe Creative Suite /Acrobat, Canva, and social media channels.
- Experience in providing accessible information and support through various channels, including verbal, written, and visual.

### Supervisory Responsibilities

No formal supervisory responsibility.

### Interpersonal Relations

The key partners and team members this role interacts with include:

- Internal partners – All members of the organization, SFU
- External partners – Students, Parents and Supporters, High School and PSI Representative, Sector Agencies (e.g. BCCAT, BCcampus), and Partner Organizations (e.g. SkilledTradesBC)

## Decision Making Authority

Decisions generally affect their own job, procedures, and the department in which the employee works. Through the collaborative nature of EPBC, decisions may also impact the workflow or reputation of other departments. In some instances, decisions may impact partners, though management supervision generally limits this position's impact on decisions.

## Financial Responsibility

This role has no financial responsibility or spending authority.

## Working Conditions

This position is expected to have the normal working conditions expected of a professional office role. EPBC is currently offering the option for a hybrid work environment, with a combination of remote and in-office work.

Additional working conditions include:

- Evening and/or weekend work may be assigned, on occasion, in lieu of regularly scheduled weekday shifts or in response to critical issues
- Occasional travel may be required
- Possible eye strain from the constant viewing of electronic displays (i.e. computer monitors)

## Posting Information

**Closing Date:** This posting will remain open until the position is filled

**Pay Range:** \$33,432 to \$39,859 annually, commensurate on experience.

This is a part-time, 3 days/week role; pay range is pro-rated to reflect this.

This is a temporary, term position, ending December 2026, based in Vancouver. EducationPlannerBC is currently offering the option for a hybrid work environment, which involves a minimum of 2 days per week in office.

To apply for this position, please send your CV and cover letter to [careers@educationplannerbc.ca](mailto:careers@educationplannerbc.ca).

All qualified candidates are encouraged to apply, although only those eligible to work in Canada, at the time of application submission, will be considered.

### ***Disclaimer***

*The job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change, or new ones may be assigned at any time with or without notice.*