



Volunteer Marketing Specialist

Job Overview

DC Coding Association is a dynamic and growing nonprofit organization dedicated to providing free, high-quality STEM education to underserved communities. We aim to bridge the digital divide by empowering individuals with the skills and knowledge needed to succeed in today's technology-driven world. Our programs include weekly coding classes, workshops, and community events designed to foster a love for technology and innovation. For more information, please visit <https://dccoding.ca>.

We are looking for a Volunteer Marketing Specialist who's passionate about storytelling, strategy, and community impact. In this role, you'll help shape our voice and presence across various platforms, from social media and newsletters to promotional campaigns for events and programs. This is a key role for someone eager to grow our visibility, reach new communities, and drive engagement that fuels real-world change.

You'll work closely with our team to ensure our brand, values, and initiatives are communicated clearly, creatively, and effectively. If you're a "get things done" person with strong marketing and growth experience, and you care deeply about driving meaningful change in communities, we'd love to have you on board.

Position Type: Online

Strongly recommended to be in the Greater Vancouver, BC area to attend in-person events and initiatives.

Qualifications

- Has a passion for storytelling, branding, and mission-driven communication.
- Has 1+ years of experience in digital marketing, social media, or content creation.
- Is comfortable using tools such as Canva, Google Workspace, and social media platforms.
- Has excellent writing, editing, and communication skills.
- Is organized, deadline-driven, and detail-oriented.

- Takes initiative and is eager to help our organization grow.
- (Bonus) Has familiarity with SEO and analytics.

Responsibilities

- **Content Creation:** Develop marketing materials including social media posts, newsletters, blog content, and promotional assets.
- **Social Media Management:** Schedule and manage content across platforms, including Instagram, Facebook, X, and LinkedIn, and engage with our online community.
- **Campaigns & Promotion:** Plan and execute marketing strategies to promote events, camps, and programs.
- **Design & Branding:** Ensure brand consistency across all materials and work with design tools, especially Canva, to create engaging visuals.
- **Analytics & Insights:** Track performance metrics and suggest improvements for outreach and engagement.
- **Collaborative Strategy:** Work with the Events, Programs, and HR teams to ensure alignment on messaging and timelines.

Why Join Us?

- Make a tangible difference in the lives of youth across Canada and beyond.
- Be part of a passionate, mission-driven team.
- Gain valuable practical marketing experience in a real-world setting.
- Help shape the future of tech education and community engagement.

Please fill out the form to apply:

<https://form.jotform.com/221827461784261>

Please contact hr@dccoding.ca for any questions.

We can't wait to meet passionate changemakers like you.