

The Company

The Independent Contractors and Businesses Association of BC (ICBA) is the voice of B.C.'s construction industry and the oldest open shop organization in Canada. ICBA is the single largest sponsor of construction apprentices in BC and through **ICBA Benefits Services Ltd. (BSL)**, is one of the largest providers of group health and retirement benefits in British Columbia. Representing more than 2,000 companies and clients, ICBA members and their skilled workers are involved in virtually all major capital and infrastructure projects built in British Columbia.

With a combined staff of approximately 40, ICBA and BSL offers a wide range of member services including public policy research and advocacy, group health and retirement benefit programs, training and apprenticeship programs, and conferences and forums. The head office of the ICBA and BSL is in Burnaby and they have regional offices in Prince George and Fort St. John.

The Opportunity

Director, Marketing and Communications

We are looking for a marketing and communications professional with a proven record of success.

The individual will work closely with the President and the senior team to lead the development and implementation of all ICBA's and BSL's marketing campaigns. Focus will also be directed towards internal and external communication strategies that include media relations, marketing and social media campaigns, and employee and member communication pieces.

A competitive salary, full benefits package; training and career development opportunities are offered for the successful candidate.

Qualifications

Experience:

- At least ten years of marketing and communications experience with a portfolio of demonstrated marketing and communication success
- Developing and managing budgets, and training, developing, and supervising personnel
- Overseeing the design and production of print and electronic materials and publications
- Developing social media campaigns through corporate websites, Facebook, Twitter, LinkedIn and other social media platforms
- Demonstrated successful experience writing press releases and working with the media to facilitate regular contact and appropriate responses to media requests

Key Attributes:

- Understanding of business and public policy issues as they relate to the construction, infrastructure, energy and resource development sectors
- Strong writing, creative, strategic, analytical, organizational skills
- Ability to think strategically and help ensure that ICBA's and BSL's philosophy, mission and vision are reflected in all internal and external marketing and communications materials



Contact Information for Position:

Carmen Lafortune
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Burnaby BC V5C 6P3
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Please submit your application no later than March 31st, 2017.

www.icba.ca

www.icbabenefits.ca

We thank all candidates for their interest, however only those selected for an interview will be contacted.
No phone calls please.

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