

MARKETING INTERNSHIP

POSITION TITLE:	Marketing Intern, British Columbia Bereavement Helpline
PROGRAM:	BC Bereavement Helpline, BC Victims of Homicide, Suicide Grief Support, Loss due to Substance Use, and Education/Training Programs
REPORTS TO:	Executive Director, BC Bereavement Helpline

The BC Bereavement Helpline (BCBH) was established as a charity in 1988 and has become a provincial leader in providing education, support and advocacy for the bereaved, their caregivers and professionals.

Vision: To provide support to anyone coping with grief and loss.

Mission Statement: The BC Bereavement Helpline is committed to facilitating the provision of care and support to the bereaved, caregivers and service providers and to increase public understanding of grief as a life process through education, support, advocacy, networking and dissemination of information.

Core Values: Compassionate. Trustworthy. Resourceful. Inclusive.

Equity and Diversity: The BC Bereavement Helpline is committed to equity. We seek qualified applications from underrepresented groups including persons of colour, Indigenous, trans and gender variant persons, older adults and persons with disabilities.

ROLE OF THE MARKETING INTERN

The part-time Marketing Intern will work with the Executive Director and Program Coordinator and be responsible for assisting with the marketing of BCBH and its subsidiary program BC Victims of Homicide (BCVOH) including managing both programs social media accounts, the BCBH website, and promotion of events, resources, and products. Hours are variable based on candidates schedule (roughly 5-10 hours/week)

DUTIES & RESPONSIBILITIES

Marketing

- Manage the social media accounts of BCBH and BCVOH including creating and scheduling posts
- Promote BCBH/BCVOH events, support groups, trainings, resources, memberships, etc. on our social media and website
- Research relevant articles and content on bereavement, grief, loss, traumatic loss, etc. for promotion
- Maintain and update BCBH website
- Create and distribute newsletters
- Update BCBH branding on all materials and products

DESIRED QUALIFICATIONS:

- Interested in a relevant discipline including (but not limited to) Marketing, Business, Communications, Journalism, Psychology, Social Work, Human Studies, or an equivalent combination of education, training and/or experience;



BCBH

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- Must be comfortable in the areas of death, grief and loss;
- Self-directed, highly organized, passionate, energetic with strong communication skills;
- Highly proficient with campaign development, knowledge of social media best practices,
- Knowledge of marketing systems including MailChimp, Hootsuite, and Creator Studio highly valued

DETAILS

- **Work Schedule**
 - Hours are variable based on candidate's schedule
 - Position starts as soon as possible
 - This is a part-time unpaid position
 - This will be a remote position with initial in-office training ideally at BCBH office in Downtown Vancouver
 - COVID-19 safety precautions will be in place as determined by current Provincial health guidelines. Remote access protocols will be enacted if needed per Provincial health guidelines.
- **Compensation**
 - This is an unpaid internship

To apply: Submit both a resume and cover letter describing your interest in the role, your experience and/or desire to assist with our marketing needs and what you can bring to our organization via email (in PDF format) to jessica.lowe@bcbh.ca. Position will remain open until the position is filled. **We are not accepting applications for this role that do not include a cover letter.**