

Position Identification		 MOVEMENT OF UNITED PROFESSIONALS	
Position Title	Marketing Advisor		
Position Replaces	N/A		
Position Level	Employee	Position Code	
Pay Group	Group 10	Revision Date	Jun-26
Supervisor Title	Supervisor, Marketing	Sup. Position Code	1883
Additional Requirement	CRC	N/A	
Exclusion Rationale	N/A	On-Site Requirement	1 day/ week
Division	Strategy, Planning and Public Affairs		

Organizational Description

BC Transit is a provincial crown corporation responsible for the overall planning and delivery for all of the different municipal transportation systems within British Columbia, outside Greater Vancouver.

Our Mission: Delivering transportation services you can rely on

Department Summary

The Strategy and Growth department leads BC Transit's corporate and strategic planning, business and partnership development, marketing and customer information, and fare technology management and fare program administration.

Job Overview

Reporting to the Supervisor, Marketing, the Marketing Advisor supports the development, coordination, and implementation of public information and marketing activities to assist in achieving Victoria Regional Transit System (VRTS), the Regional Transit System (RTS) and organizational marketing goals.

The Marketing Advisor works collaboratively with internal and external stakeholders to understand how services, products and projects will impact our customers to determine how marketing can be effectively applied to promote awareness and guide successful adoption with customer information and education.

Key Accountabilities and Expectations

Key Accountability	Expectation
Marketing Planning	- Coordinates the development, implementation, and review of marketing plans that promote BC Transit and its local government partners in alignment with corporate goals - Coordinates the planning, development, delivery, and review of annual provincial marketing campaigns and marketing plans for the Victoria Regional Transit System (VRTS) and select Regional Transit Systems (RTS) - Analyzes customer, service, market, and campaign performance data to identify trends, evaluate effectiveness, and recommend adjustments to marketing strategies, messaging, and delivery approaches. - Supports the development and maintenance of effective business partnerships to enhance and promote BC Transit programs - Supports the coordination of public relations strategies and prepares related materials in support of specific issues or announcements - Provides guidance to marketing contractors and confirms deliverables meet defined project requirements and objectives
Marketing Standards and Delivery	- Applies corporate style guidelines and graphic standards to all developed materials in accordance with relevant policies and procedures - Supports the introduction of new customer-facing services, products, and projects by preparing and delivering targeted customer information materials and marketing supports - Sources, writes, and edits materials and ad copy in accordance with brand and editorial standards, and confirms the accuracy of written copy within all public information materials - Coordinates the production and delivery of materials and advertising placements across channels (e.g., print, radio, digital, and out-of-home) and ensures accuracy - Collaborates with internal social media and digital teams to deliver campaigns, provides functional input on marketing goals and needs, and maintains alignment of physical and digital customer information by monitoring and updating web content within established standards
Financial Responsibility	- Advises on the development of annual provincial campaign, VRTS, and RTS marketing budgets. - Maintains operational expenditures within approved provincial campaign, VRTS, and RTS marketing budgets

Stakeholder Engagement	• Collaborates with internal and external stakeholders including municipal and operating company staff, media sales representatives, local government partners, and community organizations • Supports public engagement and outreach activities through the development of engagement materials, coordination of online surveys, and participation in in-person engagement initiatives.
Additional Duties	• Identifies opportunities to enhance brand presence, customer engagement, and program effectiveness • Performs related duties in keeping with the purpose and accountabilities of the job

Summary of Qualifications and Job Specific Competencies	
Education	• Post secondary degree in Marketing, Business or a related field • Specialized training in brand management, customer experience, or digital marketing in an asset
Experience	• Three (3) years of experience in a marketing department, advertising agency, or similar environment, with an emphasis on project coordination, writing and developing ad materials, and campaign planning and execution or related field • Experience supporting multi-channel marketing programs or brand initiatives • Experience working with internal stakeholders and external vendors/agencies • Knowledge of marketing principles, theories, concepts, and media channels • An equivalent combination of education and experience may be considered
Key job-specific competencies	• Knowledge of marketing principles, theories, concepts, brand standards, and media channels • Strong project coordination and organizational skills, with the ability to manage multiple priorities and competing deadlines • Analytical thinking and ability to interpret customer, market, and performance data • Strong written and verbal communication and stakeholder engagement skills • Demonstrates initiative and effective problem-solving within established policies and objectives
Willingness Statement	• Travel within British Columbia approximately twice per year