



BC RUGBY – MARKETING MANAGER

Position Type

Full-time employee, 37.5 hours per week

Due to the nature of this position, the employee is expected to work flexible hours, which may occur outside standard business hours (e.g., Monday-Friday, 9-5).

Reports to

Chief Executive Officer

Location

Vancouver Head Office - Hybrid

Compensation

Annual salary of \$68,000 CAD plus benefits. Salary is reviewed annually.

Role Summary

The Marketing Manager provides operational oversight for brand, communications, digital presence, and commercial activation across BC Rugby. The role is responsible for developing, creating, and delivering multi-modal content to strengthen brand visibility, grow engagement, and promote BC Rugby programming.

This role supports strategic objectives, stakeholder engagement, and revenue development through coordinated marketing and communications delivery. The Marketing Manager ensures that messaging, content, and campaigns are delivered with consistency, creativity, and measurable impact.

Key Accountabilities

Marketing and Brand Leadership

- Ensure consistent brand presentation across all platforms and materials
- Develop and deliver annual marketing and communications plans
- Oversee brand alignment across competitions, programs, and events

Communications and Content

2015 Main Street
Vancouver, British Columbia V5T 0J8
T: 604.737.3065 E: info@bcrugby.com

BC Rugby gratefully acknowledges that its offices reside on the traditional and unceded territory of the Coast Salish Peoples, including the territories of the x'məθkwey'əm (Musqueam), Skwxwú7mesh (Squamish), Stó:lō and Selilweta7/Selilwitulh (Tsleil-Waututh) Nations.





- Create and deliver external communications including announcements and campaigns
- Oversee website, email, and digital communications channels
- Ensure timely and accurate promotion of competitions, pathways, and events

Digital and Audience Growth

- Monitor engagement metrics and campaign performance
- Improve digital reach and audience conversion across platforms
- Support data driven marketing decisions and reporting

Commercial and Partner Activation

- Support sponsor and partner activation through marketing delivery
- Coordinate partner visibility across events and digital channels
- Work with the Chief Executive Officer on commercial proposals and reporting
- Ensure partner commitments are delivered and documented

Events and Campaign Delivery

- Create and deliver marketing and promotion for major BC Rugby events and finals
- Support event marketing plans and on-site brand delivery
- Coordinate campaign timelines with competition and operations teams
- Support merchandise and promotional initiatives

Skills and Experience

- Experience in marketing, communications, or brand leadership
- Demonstrated success in digital and campaign delivery
- Strong brand and content creation capability
- Strong project management and planning capability
- Strong attention to detail and delivery standards
- Strong written and verbal communication skills
- Strong digital platform and analytics capability
- Flexibility for evening and weekend event requirements

AI Content Creation Policy

BC Rugby follows an internal protocol for operational AI use. BC Rugby does not allow the use of AI generated content for visual mediums.



Employee Entitlements

Statutory holidays, medical benefits, sick leave, and professional development support as per BC Rugby employment policy.

How to Apply

To apply for this position, please send an updated resume, cover letter and your portfolio to jobs@bcrugby.com by **October 31, 2026**. Only shortlisted candidates for interview will be contacted.