

# Marketing Manager - Vancouver Bandits Basketball

**Location:** Langley, BC

**Organization:** Vancouver Bandits / Bandits Sports & Entertainment

**Reports to:** VP Marketing and Sales

## About the Vancouver Bandits

The Vancouver Bandits are a professional basketball team in the CEBL, Canada's top-tier basketball league. Based at Langley Events Centre, we're building BC's basketball culture through sport, entertainment, and community. From high-energy game nights to youth camps and digital storytelling, we connect fans to the game in authentic ways. Our team mantra is "One More, Everyday" It celebrates effort, consistency, resilience, and love for the grind; both on and off the court.

## The Role

We're looking for a **hands-on, full-stack Marketing Manager** who can think strategically, execute creatively, and drive results across every channel. You'll be the engine behind our brand presence — from ad campaigns and social content to website updates and email marketing. This role blends creativity and analytics, requiring someone who can design, write, buy ads, as well as optimize our marketing spends to move fans to action.

This is an opportunity to help shape one of Canada's fastest-growing pro sports brands and be part of a lean, innovative, and ambitious team.

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## Key Responsibilities

### Campaigns & Promotions

- Support the planning and execution of marketing campaigns for ticket sales, community events, and fan engagement.
- Help manage the campaign calendar and coordinate assets and deadlines across departments.
- Track and report on campaign results to guide improvements.

### Content & Creative

- Design graphics, emails, and social visuals using Adobe Creative Suite
- Write clear, engaging copy for social ads, emails, and website updates.
- Assist with short-form video production and coordination with photographers/videographers.

### Digital Advertising

- Manage paid social and search campaigns on Meta Ads Manager, and Google Ads.
- Monitor performance and make small optimizations to improve reach, engagement, and conversion.

- Support fan acquisition and lead generation initiatives.

### **Web & Email & App**

- Maintain and update the team website using a CMS (WordPress or similar).
- Build or refresh landing pages for tickets, camps, and promotions.
- Drive our email marketing — design targeted and converting emails and managing fan lists.
- Create and manage the editorial calendar for our Fan App.

### **Brand & Game Integration**

- Ensure campaign messaging aligns across digital, in-arena, and community platforms.
- Support partnership and Foundation activations by creating marketing materials and recaps.

### **Events**

- Help identify and execute our brand presence at outside events
  - Drive lead generation at these events through funnel filling initiatives
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### **Who You Are**

- 2–4 years of marketing experience (sports, entertainment, or small business a plus).
  - Comfortable working across design, digital ads, and copywriting — even if not an expert in all three.
  - Strong understanding of Meta and Google Ads platforms.
  - Familiar with Adobe Creative Suite (Photoshop, Illustrator, Premiere).
  - Some web/CMS experience (WordPress, Squarespace, or Webflow).
  - Creative thinker who's also organized and reliable with timelines.
  - Excited about being part of a growing sports brand with a startup-style culture.
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### **Compensation & Perks**

- **Salary:** 60,000 annually (based on experience)
- Health Spending Account
- Flexible hybrid work (Langley HQ + remote days)
- Access to Bandits home games and community events
- Opportunities for professional growth within Bandits Sports & Entertainment
- Fast-moving, creative, and collaborative team environment
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*Please apply with a cover letter and CV and submit your application to [info@thebandits.ca](mailto:info@thebandits.ca)*