



We're Looking for You!

Newsletter Editor

The Newsletter Editor will create and manage monthly newsletters, and take the lead for the overall YWiB Vancouver's email marketing effort.

You: You have an eye for details and a passion for content creation. You are up for the challenge to increase open rate and conversion rate for events through curating newsletters.

Role:

- Work closely with other portfolios to create and copy write contents for monthly newsletters.
- Track and manage newsletter analytics; identify areas of opportunity to convert newsletter click rate into event attendance and membership sign-ups.
- Review and manage YWiB Vancouver's emailing list.
- Co-design monthly newsletter.
- Contribute toward overall Marketing strategy planning and execution.
- Coordinate and work closely with YWiB Vancouver team as needed.
- Attend monthly all team YWiB meetings and any portfolio specific meetings as required.

Skills/Characteristics that We're looking for:

- Excellent verbal and written communication skills
- Creativity with the ability to learn quickly
- Excellent organizational skills with great attention to details and a flexible "can-do" attitude
- Ability to work independently, under pressure and as part of the team

Benefit you'll gain:

- Access to a network of business leaders as a YWiB Executive
- Opportunity to develop your ability to communicate with purpose
- Learn to achieve measurable results
- Be the face of YWiB in the business community

This volunteer position requires a one year commitment. The successful candidate must attend our all-team meetings (every 1st Monday), support the successful execution of events and programs, work with our team for idea contribution, and complete independent work. Time commitment will vary between 5-10 hours per week. Please submit a resume to Vancouver.volunteer@ywib.ca with the subject line "Newsletter Editor Coordinator– Your Name"