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BCTrucking.com
SafetyDriven.ca

Job Title: Marketing & Design Coordinator

Reports to: Communications Director

Based: Langley, BC V1M 4A9

Hours: Mon - Fri, 8:30 AM - 5:00 PM

Salary: \$75,000 - 82,000 (annually)

The Marketing & Design Coordinator will support both the BC Trucking Association (BCTA) and SafetyDriven- Trucking Safety Council of BC (SafetyDriven) in delivering professional, creative, and impactful communications. This dual role offers the opportunity to apply your design, marketing, and content skills across two organizations working together to advance safety, sustainability, and innovation in British Columbia's trucking industry.

Who We Are:

BCTA is a member-based, province-wide, non-partisan, non-profit motor carrier association formed solely to advance the interests of motor carriers in BC. Founded in 1913, BCTA includes among its members for-hire and private carriers hauling every conceivable type of freight. We also represent motor coach, courier, and waste management companies and suppliers to the industry. Through consultation and communication with our industry, government, and the public, BCTA promotes a safe, efficient, and responsible commercial road transportation industry that contributes to the economy of British Columbia.

SafetyDriven is driving to improve safety performance in trucking and related industries. The SafetyDriven team delivers free, confidential advice, along with training, resources, and information. As an approved certifying partner of WorkSafeBC for the Certificate of Recognition (COR), we award COR to employers and owner-operators who show commitment to workplace safety and effective injury management.

This position will be split equally, with 50% of time dedicated to BCTA and 50% allocated to SafetyDriven.

Who You Are:

- Enthusiastic, energetic, a self-starter
- Critical thinker and creative
- Effective communicator and collaborator
- Can adapt to changing priorities with a positive attitude
- Independent and able to set priorities and meet deadlines with conflicting demands
- Attentive to detail and highly organized
- Always striving for personal excellence

Design & Branding

- Create high-quality digital and print materials, including brochures, reports, infographics, posters, and event collateral
- Develop presentations, course branding, and promotional assets that reflect BCTA and SafetyDriven's visual identity and brand guidelines
- Provide design support for training materials, conferences, and member events

Content & Communications

- Support the production of newsletters, articles, and blogs for both organizations
- Collaborate with the Communications Director to ensure messaging is clear, consistent, and aligned with organizational strategies
- Assist in the development of new resources and marketing content to support member engagement

Digital Marketing & Social Media

- Manage website content updates to ensure accuracy, timeliness, and accessibility of resources
- Create engaging social media content and visual assets aligned with the strategy set by the Communications Director
- Monitor performance metrics to help optimize engagement and reach

Collaboration

- Contribute to projects and initiatives as needed
- Work closely with staff across both organizations to understand design and communications needs
- Maintain brand consistency while tailoring messaging and materials for diverse audiences

What You'll Bring:

- Diploma or degree in graphic design, communications, marketing, or a related field
- 4+ years experience in communications or public relations, or a related role
- Strong writing and editing skills; ability to adapt tone for different audiences
- Experience with developing and scheduling content for a variety of social media platforms
- Experience analyzing and using data and metrics to measure impact and improve messaging and use of communications tools
- Proficiency in the Microsoft Office suite, social media platforms including Hootsuite, and Adobe Creative Suite
- Familiarity with WordPress and email marketing platforms

What We're Offering:

- Collaborative and supportive work environment
- Team-oriented culture
- Professional growth and development opportunities
- Competitive salary and benefits package

To learn more about the BC Trucking Association, please visit [BCTrucking.com](https://www.bctrucking.com).

To learn more about SafetyDriven, please visit [SafetyDriven.ca](https://www.safetydriven.ca).

If you are passionate about effective communication, have a strategic mindset, and are eager to make a positive impact in BC's trucking and moving and storage industry, please send resumes to Communications@BCTrucking.com.

We thank you for your interest. Please be advised that only those candidates selected for an interview will be contacted.