



Marketing Specialist

Skipper Otto Community Supported Fishery

Employment: Full time permanent

Location: In Office - Vancouver (Kitsilano), BC (opportunity for hybrid)

Reports to: Alisha Mills, CMO

Compensation: \$60,000 - \$65,000 depending on experience

About Skipper Otto

At Skipper Otto, we believe seafood should have a story you can trust. As Canada's original Community Supported Fishery, we connect our members directly with small-scale, independent fishing families up and down the BC coast, helping fishers earn a fair, stable price while giving members access to exceptional, responsibly caught seafood.

We're a close-knit, mission-driven team, and every person here plays a real part in supporting fishing families, strengthening coastal communities and helping Canadians better understand where their seafood comes from.

The Opportunity

The Marketing Specialist is a hands-on member of our small marketing team, helping turn marketing strategy into action across campaigns, email, content, social media, creator and ambassador partnerships, photoshoots, community initiatives and other marketing activities.

This is a varied role for someone who enjoys both creative work and getting things done. You might spend one day building an email campaign and planning social content, and the next coordinating a photoshoot, updating a webpage or creating a simple marketing asset.

You'll work closely with the marketing team, Member Services and other departments, as well as external partners, creators, photographers, designers, agencies and vendors.

This would be a dream job for someone who cares about:

- Expanding access to nourishing, high-quality, sustainable Canadian food.
- Working in a purpose-driven organization making meaningful change for local fishing families and seafood lovers.
- Helping grow a well-loved Canadian brand and its impact.
- Working collaboratively while taking ownership and getting things done.

You Are

- A strong communicator and natural storyteller who can translate the Skipper Otto mission, our fishing families and our seafood into clear, engaging marketing.
- Highly organized and detail-oriented, with a knack for keeping multiple projects, deadlines and moving pieces on track.
- Creative and resourceful, with good instincts for what makes content and campaigns connect with an audience.
- A strong writer who can adapt copy for email, social, web and other marketing channels.
- Visually minded, with a good understanding of brand, layout, imagery and what makes creative feel polished and on-brand.
- Comfortable creating or adapting straightforward marketing assets using Canva and/or Adobe Creative Suite.
- Collaborative and happy moving between creative work, execution and administration.
- Adaptable. Our seasons, catches, campaigns and priorities change throughout the year, and you're comfortable changing with them.
- Curious about results and interested in understanding what's working, not simply getting things out the door.

What You Own

Campaign & Project Coordination

- Support marketing campaigns and promotions from planning through launch, including membership, seasonal seafood, gifting, referral, partnership and community initiatives.
- Turn marketing plans and briefs into timelines, tasks, and deliverables.
- Coordinate campaign requirements and work with internal teams and external partners to keep approvals, creative, links, landing pages and launches moving on schedule.
- Maintain campaign calendars, workbacks and projects in Asana.
- Own executional quality control, including proofreading, links, audience/segmentation, dates, pricing and other campaign details before deployment.

Email & Member Marketing

- Write, build, test, schedule and deploy email campaigns across member acquisition, onboarding, engagement, renewal, retention, product marketing and gifting.
- Coordinate audience requirements, segmentation, dynamic content, links, testing and approvals.
- Support ongoing and automated member communications as they evolve.
- Work closely with Member Services to ensure member communications are timely, accurate and aligned with the member experience.
- Monitor email results and flag notable trends, opportunities or issues.

Content & Social Media

- Work with Member Services to create content across social, email, website and other owned channels.
- Source, develop, write, schedule and publish social content.
- Support day-to-day community engagement and maintain the Skipper Otto voice across social channels.
- Keep website and seasonal marketing content current and accurate.

- Create, adapt, resize and update straightforward marketing assets for social, email, web, presentations, events and other needs using existing templates and brand guidelines.

Creators, Ambassadors & Content Production

- Coordinate Skipper Otto's creator, influencer and ambassador relationships, including outreach, briefs, product delivery, timelines, deliverables, approvals and follow-up.
- Maintain relationships and track creator content and results, identifying opportunities to repurpose strong content across Skipper Otto channels.
- Coordinate photoshoots and content production, including shot lists, seafood and products, props, locations, schedules, talent, photographers and logistics.
- Identify upcoming photography and content needs based on the marketing calendar and keep final assets organized and accessible.

Partnerships & Marketing Support

- Support partnerships, events, community initiatives, referral programs and other marketing collaborations.
- Support paid media activity by coordinating copy, creative, landing pages and assets required by internal or external media partners.
- Coordinate marketing materials required for events and activations.

Reporting & Marketing Administration

- Keep the day-to-day marketing function organized and moving. This includes building project plans in Asana, assigning milestones and tasks based on direction from the CMO.
- Maintain marketing files, templates, photography, creative assets, contact lists and shared resources.
- Support administrative needs including invoices, purchase orders, contracts, product requests, shipping and vendor coordination.
- Maintain creator, ambassador, partner and vendor information.
- Pull together regular reporting across email, social, website, creators, paid media and other marketing activities, highlighting notable results, trends and opportunities.
- Keep an eye on competitor activity, audience trends, and relevant marketing opportunities.

Experience & Skills

We don't expect you to be an expert in everything, but ideally you'll bring:

- 3+ years of experience in marketing, communications, content, digital marketing or a related role.
- Strong writing and communication skills.
- Experience coordinating projects or campaigns with multiple stakeholders and deadlines.
- Experience creating and managing social media content.
- Basic graphic design skills and experience with Canva and/or Adobe Creative Suite.
- Familiarity with email marketing or CRM platforms.
- Strong working knowledge of Google Workspace and project management tools such as Asana.
- Comfort working with basic marketing performance data and reporting.
- Experience coordinating creators, influencers, ambassadors, photography, partnerships or events is an asset.
- Basic photography, photo editing or short-form video skills are an asset, but not required.

- Some examples of content work you've created, e.g. social media, emails, design assets etc. **Please include any links in your application.**

Most importantly, you're organized, curious, capable and happy to roll up your sleeves. You don't need to know how to do everything on day one, but you're comfortable figuring things out, asking good questions and taking ownership of your work.

We Will

- Offer a competitive salary of \$60,000–\$65,000, depending on experience.
- Offer 5 weeks' paid vacation to start, plus our Extra Days Off (EDO) program, roughly 14 additional paid days off a year, structured so about every second week is a four-day work week.
- Cover extended health, dental and vision benefits, plus access to our Employee & Family Assistance Program, after three months of employment.
- Support your professional development. We want you growing alongside the company.
- Give you a front-row seat to a mission that matters and real relationships with the fishing families who feed our members.
- Give you the opportunity to build broad, hands-on marketing experience across content, campaigns, partnerships, digital and brand.
- Foster a culture of positivity, collaboration and genuine care for our members, fishing families and each other.

Skipper Otto is growing, and the systems and approaches that got us here aren't necessarily the ones that will take us where we're going next. We're looking for someone who is excited to help build what comes next for our members, our team and the fishing families we exist to support.

We welcome applications from all individuals, and accommodations are available on request throughout the selection process. Due to the volume of applications we receive, we'll be in touch directly with candidates moving forward in the process.

How to Apply

Interested candidates should submit a cover letter and résumé [HERE](#). If you have a portfolio or website covering your body of work, please include that.

Application Deadline: September 30, 2026

- Recruitment Process
- Video screen with External Advisor
- In-person interview with CMO
- In-person interview with CEO + COO
- Reference checks
- Offer

We leverage AI as a supporting tool where appropriate as part of the process, however AI does not solely do the screening, evaluation, or interviewing. Every applicant is reviewed by a human, every interview is conducted by a human, and all hiring decisions are made by the Team. We welcome applications from candidates of all backgrounds. Skipper Otto is committed to creating an inclusive and equitable process.