



Chief Social Purpose Officer & Vice President, Marketing BC LOTTERY CORPORATION

Reporting to the CEO, the Chief Social Purpose Officer & Vice-President, Marketing (CSPO) works closely with the CEO, Executive and Board of Directors to develop and enact the strategic vision for Marketing and Social Purpose in support of the corporate strategy. In doing so, they will advance BCLC's social purpose impact, grow brand awareness, and drive customer acquisition and retention.

This role is multi-faceted and oversees a large team who are responsible for social purpose, marketing, player incentive and rewards programs, customer relations management & loyalty, ESG, partner engagement, Indigenous relations, communications, player health, business intelligence and the customer support centre.

As the Chief Social Purpose Officer & Vice President, Marketing, you have had transferable experience advancing social purpose across an organization and in its relationships, influencing stakeholders to collaborate on social purpose goals. You've helped organizations implement and report on corporate sustainability or ESG strategies and further their stakeholder engagement priorities. You also bring a track record of supporting brands with a social purpose ethos that invoke passion and affinity. You possess an ability to collaborate, communicate, and implement progressive, creative, and effective marketing strategies across all media, and bring a deep understanding of how to leverage various platforms to engage consumers and elevate brand awareness. A proven ability to integrate an effective, forward-looking digital marketing strategy into an established, yet evolving organization has been one of the hallmarks of your success. In addition, you bring loyalty program expertise and a deep understanding of how effective loyalty and reward programs can drive engagement. As a leader, you are known as someone who can coalesce and motivate a team of professionals and can also lead with influence across a sector and beyond. Above all, you believe in BCLC's brand promise, you are committed to its social purpose and mandate, and you live the organization's core values.

This role oversees a team in both Kamloops and Vancouver. The CSPO is expected to spend a considerable amount of time in both locations.

BCLC is committed to creating a welcoming workplace where everyone feels safe, included, and valued. For us, that means building a team that reflects the diversity of the communities we serve. Please send your resume and brief covering letter to **Allison Rzen** and **Jennifer Madden** at www.pfmsearch.com.

Celebrated as one of BC's Top Employers year after year, a driver of innovation within a dynamic industry, and with a purpose-driven focus on making investments that enrich communities throughout the province, BC Lottery Corporation is a Crown corporation with an entrepreneurial spirit. Thanks to its players, BCLC provides the Province of BC gambling revenue to help benefit British Columbians through investments in areas such as education, healthcare, community programs and services. Embarking on an exciting new corporate strategy with a vision to revolutionize gambling entertainment through engaging experiences that build and benefit community, BCLC exists to generate win-wins for the greater good.



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