



## NEWS RELEASE

### **BC Employers Target BCAMA Marketing Community Online**

The British Columbia Chapter of the American Marketing Association (BCAMA) has provided many of BC's prominent employers with an opportunity to connect directly with BC marketers through its online BCAMA Job Bank. Employers have been posting marketing jobs here since the BCAMA Job Bank was launched in spring 2000.

Trish Eng from Pinton Forrest & Madden said, "The BCAMA Job Bank has been useful for all marketing searches that we do, even at the VP level. We will definitely continue to use the site in the future!"

"Targeted employment recruitment is key in our diverse marketplace," said BCAMA Web Site Director Jodi Fichtner. "If you're an employer looking to attract BC's top marketing talent, posting a job with BC's premier marketing association offers employers a cost-effective way to gain exposure in this community."

In addition to attracting employers, the BCAMA Job Bank serves as a reliable source for employment leads for marketers. Contributing to an 89% increase in unique user sessions to the site over the past two years, value-added options such as easy online BCAMA event registration and the ability to download archived copies of *marketline*, BCAMA's prestigious quarterly marketing magazine, continue to draw marketers to the BCAMA Job Bank.

To learn more about posting jobs at the BCAMA Job Bank or to view current employment opportunities, visit [www.bcama.com/jobs](http://www.bcama.com/jobs).

The BCAMA is the cornerstone association for the marketing community in Vancouver. Regarded as one of the best chapters in North America, the BCAMA has won the International Chapter of the Year award in 1995, 1996 and Chapter Excellence in 1997.

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For more information, please contact:

Marshall Stern  
BCAMA Marketing Communications Director  
Tel: 604-684-6359  
Email: [marshall@signsnowyaletown.com](mailto:marshall@signsnowyaletown.com)