North Vancouver Museum & Archives Commission
Promotions Coordinator Job Posting February 2020

This is an exciting period for the North Vancouver Museum & Archives (NVMA). We are a dynamic and growing organization, with a new Archives facility (2006) and a second, new Museum facility currently under construction. More information is available at nvma.ca

The NVMA is looking for an experienced individual to support Marketing and Communications activities. The primary focus is to promote the operations of the new Museum of North Vancouver as well as the Archives of North Vancouver. The Marketing and Communications Coordinator will report to the Assistant Director while working closely with a Marketing and Communications Strategist (consultant). The successful candidate will be a creative and experienced individual who enjoys working as part of a team.

Range of Duties

The Marketing and Communications Coordinator will carry out a variety of responsibilities related to promoting the work of the NVMA, in particular to the launch of the new museum.

- Liaises with the Assistant Director, Marketing and Communications Strategist, and other staff to support implementation of Marketing and Communications needs;
- Works to promote the Museum and Archives to targeted audiences based on strategic and business plan objectives, in a variety of media;
- Ensures consistency and clarity of the look of Marketing and Communications materials;
- Implements and monitors social media posts as well as print materials for a variety of products and platforms;
- Ensures Facebook, Twitter, LinkedIn, and Instagram (including Instagram Stories) postings are engaging and reflective of the NVMA's vision, mission and goals;
- Manages Hoot suite postings and social media program/calendar;
- Ensures accurate and timely delivery of event and exhibit details to events listings websites and updates regularly to ensure accuracy;
- Ability to write and edit copy for a variety of media including digital and print;
- Captures Museum & Archives programs and events with photos and videos and edits as needed for use on social media, website, in print materials and other uses;
- Assists with website content updates, in consultation with staff and website manager (consultant);
- Coordinates marketing obligations at opening receptions and events;
- With Marketing team, tracks data analytics and insights to evaluate effectiveness. Evaluation tools will be both quantitative and qualitative;
- Assists in coordinating public outreach events including setting them up, working with volunteers and engaging with the public;
- Performs light clerical duties, including photocopying, filing, and collating, scheduling meetings;
- Maintains records of print media promotions and other marketing files;
- Coordinates the preparation of e-newsletter, blogs, media advisories, video content, and other announcements for review by the Assistant Director and/or Marketing and Communications Strategist;
- Connects with digital influencers and local print media as needed;
- Uses photo sizing applications to fulfill online and social media needs;
- Supports Senior Marketing and Communications Strategist with community partnership and cross-promotional efforts as needed;
- Performs other duties as assigned.

Desired Qualifications, Knowledge, Education and Skills

- Excellent written and oral communication skills (English);
- Bachelor Degree in Marketing or formal training in Public Relations;
- Strong research skills and ability to write for various platforms;
- Experience in design, strategy, and implementation of marketing products;

- Creativity, flexibility, team work, organizational and analytical skills;
- Self-sufficient in office administration tasks, including record-keeping, preparing presentations and working with the MS-Office suite of applications including Outlook, Word, Excel and PowerPoint and Indesign;
- Familiarity with a variety of platforms including Facebook, Twitter, Instagram and Hoot suite;
- Experience in digital photography and editing (Photoshop) desirable;
- Demonstrated experience with digital videography and editing software desirable;
- Knowledge and experience working with media representatives;
- Experience copywriting, editing and proofreading marketing materials;
- Ability to work independently or as part of a team with volunteers, staff and consultants.

Desirable Background

- A minimum of 3-5 years related marketing & communications production experience preferably in a non-profit setting;
- Applicant must be legally entitled to work in Canada;
- Criminal Record check required;
- Knowledge of North Vancouver and regional history is an asset;
- Demonstrated interest in cultural heritage sector.

Hours of Work: 21 hours per week (including Tuesdays)
Salary: $25.38 (Pay Grade 15, 2019 rates)
Term: March 1, 2020, or earlier; 6 month term; Auxiliary position

Please apply to:

Shirley Sutherland, Assistant Director
North Vancouver Museum & Archives
3203 Institute Road
North Vancouver, BC V7K 3E5

Applications should be submitted by e-mail to nvmac@dnv.org.
Please state your full name and the word "Promotions Coordinator" in the subject line.
Applications must be received by February 15 at 3:00pm PST.

The North Vancouver Museum & Archives Commission is an equal opportunity employer. We thank all applicants for their interest in the position. All applications received prior to deadline will be reviewed, but only candidates selected for interview will be contacted.