



Marketing and Communications Coordinator
(Part-time, temporary position, April – October 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. The NVMA is looking for an experienced individual to support Marketing and Communications activities. The Marketing and Communications Coordinator will work with a Marketing and Communications Strategist (consultant).

The Opportunity

- This is a rare opportunity to work with experienced museum and archives staff to increase awareness of the new Museum and expanded archives programs. The new Museum will be in a high-profile location, that will be visited by students, residents, as well as tourists from around the world. The Archives has a significant collection and wishes to build its public interface.
- The Coordinator will promote the Museum and Archives to targeted audiences while working with an established Marketing and Communications Strategist and other NVMA staff.

Responsibilities

- Create content for digital, print channels; prepare e-newsletters, blogs, media advisors, announcements;
- Coordinate marketing of NVMA programs, exhibits and events including coordination with third-party event listing sites;
- Create and implement content on all supported social channels; manage the social media calendar; and identify insights / improvements through review of related analytics;
- Provide website support, content updates and optimize search engine marketing;
- Integrate photo and video content into social, web and email marketing channels;
- implement digital advertising to raise awareness of the new Museum and NVMA programs;
- Provide sufficient graphic design expertise for photo manipulation necessary for social / web content/e-newsletter;
- Track / analyze results and metrics for print and digital materials; prepare reports as required on this material;
- Develop and maintain contact lists with local media and digital influencers;
- Maintain brand consistency across the range of marketing channels, including the website and social media.

Qualifications

- Minimum 1 to 2 years experience preferably in the non-profit sector;

- Excellent written communication skills (particularly for online environments) and a strong visual design/creative sensibility;
- An ability to communicate effectively both orally and in writing;
- Experience copywriting, editing and proofreading marketing materials;
- Ability to collaborate with other staff members in building awareness of the NVMA among target audiences;
- Proficiency in Microsoft Office (Word, Excel, Power Point, Outlook);
- Ability to multitask and prioritize workloads;
- Highly organized and detail oriented;
- BC Drivers License is an asset.

The Position

- Hours of Work: 21 hours per week (including Tuesdays)
- Salary: \$25.38 (Pay Grade 15, 2019 rates) plus 12% in lieu of benefits
- Term: April 13, 2020 – mid October, 2020; 6 month term; Auxiliary position

Applications:

- Applications should be submitted to: nvmac@dnv.org with the job title “Marketing & Communications Coordinator “and your name in the subject line.
- Submit by March 27 at 3:00pm PST.
- Or apply in writing to:
North Vancouver Museum & Archives Commission
C/o Shirley Sutherland, Assistant Director
North Vancouver Museum & Archives
3203 Institute Road
North Vancouver, BC V7K 3E5

North Vancouver Museum & Archives Commission

Office: 3203 Institute Road, North Vancouver, BC V7K 3E5

Online: www.nvma.ca Telephone: 604.990.3700 E-mail: nvmac@dnv.org

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.