

Marketing and Communications Coordinator

Job Title:	Marketing and Communications Coordinator	Company:	H.R. MacMillan Space Centre
Industry:	Museum/Space Science Centre	Position Type:	Part-Time
Location:	1100 Chestnut Street, Vancouver, BC. V6J 3J9	Date Posted:	May 18, 2024
Salary:	\$27.38 per hour	Posting Expires:	May 31, 2024
Pay Range (Steps 1 to 5)	\$27.38-\$32.02		

Job Description

Position Overview

The H.R. MacMillan Space Centre is seeking a dynamic individual who will play a key role in managing, reporting, and directing specific marketing campaigns with a focus on online channels. On-site, we are looking for someone with a passion for storytelling and generating content for our social media channels. This position will provide on-site support and creative coordination for the marketing and sales, guest services and learning services teams. The teams require a candidate that is familiar with digital experiences, demonstrates excellent communication proficiency, event plus rental promotion experience and the ability to work across functional teams and gain buy-in from multiple stakeholders.

Considerable independence of action and judgement is exercised in the creative aspects of the work, while written copy is checked for factual accuracy by appropriate staff. Monitoring expenditures, preparing and maintaining records and related materials and preparing budget estimates are included in duties.

This is a part-time (4 day/week), on-site staff position within the Marketing department of the HR MacMillan Space Centre, with day-to-day reporting to the Director of Community Engagement. The work is performed on-site, under general supervision and in accord with established policies and procedures. Work performance is evaluated by a superior in terms of the quality of services rendered to the public.

About H.R. MacMillan Space Centre

- HR MacMillan Space Centre bring over 50 years of industry experience in the Museum and education industry. We provide a unique learning experience for schools and the public through our programs/shows, activities, demonstrations and interactive exhibit experience. We are a relatively small-sized lean crew that emphasizes the quality of our service and ensures the customer experience is top quality.

Our Commitment to Employment Equity

- At the HR MacMillan Space Centre we sincerely believe that diversity, equity, and inclusion (DE&I) must be a part of how we function and operate as an organization. As such, we are committed to ensuring that all qualified applicants regardless of race, colour, ancestry, place of origin, political belief, religion, marital status, family status, physical or mental disability, sex, sexual orientation, gender identity or expression, age, or any other identifiable characteristics are encouraged to apply for employment at the HR MacMillan Space Centre.

Duties and Responsibilities

The Marketing and Communications Coordinator will manage media campaigns and digital initiatives that directly impact traffic for our programs and services by:

- Coordinates special events as required including the development of promotional direction, arranging for catering, performers, and facilities and etc.
- Performs specialized promotional and public relations work involving the coordination, preparation and dissemination of a variety of information and publications to promote awareness of the Planetarium programs, exhibitions, bookings and rentals.
- Designs, writes or edits material for use in activity and program brochures, calendars, newsletters, annual reports, news releases, websites, online channels, and advertising.
- Providing analysis and direction on campaigns, including the development of scorecards and executive level reports.
- Provides support and creative coordination for the marketing and sales, guest/rental services and learning services teams.
- Planning and creating direction for online and website development, email, and display campaigns.
- Engaging key stakeholders across multiple groups and gaining buy-in and support for new initiatives and multi-channel projects.
- Helping lead creative development and management for all media types.
- Creating content for and maintaining a social media calendar
- Bringing forward new ideas and partnerships for engaging consumers through all channels.
- Reviewing web, mobile and social media analytics daily, weekly and monthly to optimize platform growth.
- Training others on social media, web and mobile operations and best practices.
- Coordinating with other departments on marketing initiatives.
- Coordinating, recruiting and curating user generated content on all platforms.
- Monitoring web, social media and broadcast for promotable content for all platforms.
- Maintains and establishes close liaisons and contacts with the press, radio and TV media to publicize events and shows; disseminate and distribute promotional material and to contact advertising representatives and place print advertisements.

- Taking and selecting photographs and videos for social media channels, artwork, illustrations and etc.
- Researching, collecting, inputting and disseminating information for website, promotional materials, surveys and etc.
- Preparing designs and layouts; selecting printing materials; obtaining price quotations for services and supplies; consulting with suppliers, printers and contract staff on price, quality and delivery and ensures the accuracy, quality and cost effectiveness of the completed work.
- Establishes and maintains effective working relationships with a variety of internal and external contacts including volunteers, staff, the general public and community groups and responds to a wide variety of questions with regard to the activities at the Planetarium.
- Attends meetings with other cultural organizations in order to coordinate the production of joint events, promotional materials or campaigns.
- Performing related work as required.

Qualifications

- University graduation in marketing, communications or related discipline plus related experience and/or equivalent combination of education and experience in web based content development and digital communications is preferred; imaging social media presence for intermediate sized organizations; display ad serving, and media formats (including rich media and video).
- Ability to research and collect information, write material, revise and edit written copy for a variety of uses and purposes.
- Ability to establish and maintain good working relationships with staff, members of the cultural and tourism/attraction community, the media and the public.
- Ability to successfully work and build influence across functional and organizational boundaries.
- Strong organization skills and ability to manage multiple projects.
- At least 1 year of prior experience in a similar position
- Experience with Microsoft Excel, Word, PowerPoint and Outlook.
- Must be able to work in Canada.
- Must be able to communicate both written and verbally in English.

Knowledge and Skills

- Considerable knowledge of the principles, practices and techniques used in preparing promotional material for a variety of channels.
- Considerable knowledge of methods, materials, techniques, tools and equipment related to work performed. Examples: SEO-SEM experience, social media content generation and strategy, Google Analytics, Facebook ad buying, intermediate proficiency with Adobe Creative Suite or Canva, email marketing tools (such as

MailChimp), familiarity with WordPress and Hootsuite. Working knowledge of advertising and promotional methods, procedures and materials used by cultural organizations.

- Some knowledge of astronomy, space technology and of Space Centre facilities and equipment capabilities.
- Some knowledge of budget preparation and control.
- Able to work independently and with minimal guidance.
- Able to resolve conflicts.
- Able to work under time constraints and in a timely manner in fast-paced work situations.
- Able to draft communication with children and adults in mind.
- Have the ability to maintain confidential information regarding clients, other employees; and the ability to adhere to the Space Centre's confidentiality Agreement.
- Able to successfully complete training.

Working conditions

- Must be able to work on-site at the H.R. MacMillan Space Centre.
- Work atmosphere is professional and cordial.

Compensation and Benefits:

- Starting salary at \$27.38 per hour.
- 10% in lieu of benefits.

Work schedule:

- On-site
- Flexible work hours.
- Mornings, Days and/or evenings shifts on weekdays or weekends may be required.

Training:

- On-site and on-the-job training

To Apply:

Email Resume to the Director of Human Resources and Operations (Monty Puaar):
careers@spacecentre.ca