

Director of Marketing and Community Engagement

Job Title:	Director of Marketing and Community Engagement	Company:	H.R. MacMillan Space Centre
Industry:	Museum/Space Science Centre	Position Type:	Full-Time
Location:	1100 Chestnut Street, Vancouver, BC. V6J 3J9	Date Posted:	June 29, 2024
Salary:	\$85,000 per year	Posting Expires:	August 01, 2024

Job Description

Position Overview

We are seeking a dynamic and results-driven Director of Marketing & Community Engagement to join our team. Reporting to the Executive Director and working with the management team; the ideal candidate will have a strong background in marketing, community engagement, and event planning. This role requires an entrepreneurial mindset, project management expertise, excellent leadership skills, and the ability to execute strategic initiatives to drive community involvement and organizational growth.

The Director of Community Engagement plays a strategic role in developing a culture of customer services, marketing/sales, and communications. Working with the senior management staff and Board of Directors, this position plays a vital part in achieving the strategic and operational goals of the organization. Community Engagement, at a high level, is a strategic focus that leads the organization towards long-term financial sustainability.

Duties and Responsibilities

Marketing & Sales:

- Develop and implement comprehensive in-house and external marketing strategies to increase brand awareness, drive rental, event, and ticket sales, and enhance community engagement.
- Oversee digital marketing campaigns, including social media, email marketing, and content creation, ensuring alignment with organizational goals.
- Oversee and update online promotional channels such as the website (including SEO), Eventbrite, and etc.
- Analyze market trends and competitor activities to identify opportunities for growth and improvement.
- Collaborate with Marketing teams to develop promotional materials and sales strategies that effectively communicate the value proposition to target audiences.
- Analyze data and metrics to measure the effectiveness of marketing campaigns and strategies

- Collaborate with cross-functional teams to ensure consistent brand messaging across all channels
- Manage the marketing budget and allocate resources effectively.
- May perform other duties as required.

Community Engagement:

- Develop and foster relationships with community organizations, stakeholders, and partners to enhance the organization's presence and impact.
- Plan and execute community outreach programs that promote active participation and support from diverse groups.
- Develop and manage partnerships with local businesses, non-profits, and other entities to create mutually beneficial opportunities.
- Monitor and evaluate the effectiveness of community engagement initiatives, using feedback to drive continuous improvement.
- Collaborate with the Fund Development team in driving donations, sponsorships, and funding for the H.R. MacMillan Space Centre.
- Plan, travel and meet with community members, partners, sponsors, and fundraisers; while participating in community events as required
- May perform other duties as required

Event Planning:

- Lead the planning, coordination, and execution of events, including community gatherings, fundraisers, and special programs.
- Manage all aspects of event logistics, from venue selection, sponsorships and vendor negotiations to marketing and on-site coordination of staff and volunteers.
- Ensure events are executed flawlessly, providing memorable experiences for attendees and achieving organizational objectives.
- Develop, manage, follow-through and analyze post-event surveys plus reports to assess success and identify areas for future enhancement.
- Enhance visitor experience through engaging activations and recurring events
- May perform other duties as required.

Rentals:

- Negotiate and seal contracts with prospective leads for larger event rentals
- Lead the planning, scheduling, and execution of rental services in a timely manner.
- Assist with table and chair set up plus takedown for in-house rentals and events.
- Supervise a site liaison to arrange site visits and answer preliminary inquiries
- Create, manage and implement comprehensive in-house and external marketing strategies to increase community awareness and drive sales of the rentals program.
- May perform other duties as required.

Qualifications

- Bachelors degree in Marketing, Business Administration, Communications, or a related field.
- Minimum of 5 years of experience in marketing, sales, community engagement, account management and event planning.
- Minimum of 5 years of experience in an Upper Management or Director level.
- Proven track record of developing and executing successful marketing campaigns and community engagement initiatives.
- Strong project management skills, with the ability to manage multiple projects simultaneously.
- Excellent communication and interpersonal skills, with the ability to build and maintain relationships with diverse stakeholders.
- Entrepreneurial mindset with a proactive approach to identifying and pursuing new opportunities.
- Proficiency in digital marketing tools and platforms, including social media, email marketing, and content management systems.
- Tech-savvy, adopt new technology quickly and experiment to optimize communication channels with customers and guest experience in-person and online.
- Prior experience in Marketing software's such as Canva, WordPress, MailChimp, SurveyMonkey, Slack, Typeform, Social Media platforms and such
- At least 1 year of Supervisory experience in a unionized environment.
- At least 3 years of leadership experience in a non-profit or charity.
- Valid BC Drivers License.

Skills and Abilities

- Strategic thinking and budgeting abilities.
- Strong leadership, customer service and team management skills.
- Ability to work collaboratively with cross-functional teams.
- High level of adaptability and resilience in a fast-paced environment.
- Excellent organizational and time management skills.
- Proficiency in Microsoft Office Suite and project management software (e.g., Asana, Trello).
- Ability to multi-task and prioritize work assignments to balance multiple demands.
- Able to manage stress, resolve conflicts and foster relationships.

To Apply:

Interested candidates are invited to submit their resume, cover letter and portfolio outlining their qualifications and experience related to this position via email to director@spacecentre.ca.