

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:	January 06, 2025
Salary:	\$28.28 per hour	Posting Expires:	January 31, 2025
Pay Range (Steps 1 to 5)	\$28.28-\$33.01		

Job Posting

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. We are looking for someone with a passion for storytelling and generating content for our social media channels. This position will provide 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 and the ability to work across functional teams and gain buy-in from multiple stakeholders.

This work includes design, writing or editing material for use in activity and program brochures, calendars, newsletters, annual reports, news releases, websites, online channels, and advertising. In addition, this position supports the coordination of special events as required including developing promotional direction, arranging for catering, performers, and facilities. Of importance is the ability to maintain and establish 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. The marketing and communications coordinator will attend meetings with other cultural organizations in order to coordinate the production of joint events, promotional materials or campaigns. 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 (3 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 Marketing and Community Engagement. The work is performed 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:

- Executing on new marketing campaigns, working with parties internally and externally, to meet measurable goals such as increasing web traffic by 15%
- 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.
- Leading creative development and management for all media types, including rich media and video.
- Tracking social media analytics and maintaining a social media calendar.
- Collaborating with social media specialist when they are available to assign content production and release.
- 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 and achieve campaign targets.
- Updating information about the facility as required (hours of operation, rate changes, announcements, etc)
- Training staff on social media, web, and digital marketing tools, analytics, 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.

- Creating event communications, including event sign-up pages and related physical and digital assets, to ensure the audience is well-informed.
- Managing event logistics, including coordinating with vendors, creating budgets, and overseeing post-event analysis and reporting.
- Performing administrative duties to keep asset files, event logistics, calendars, and documentation up to date and organized.
- Maintaining accurate records for marketing budgets and expenditures.
- Performing related work as required.

Qualifications

- University graduation in 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).
- Certifications such as Google Analytics, HubSpot, or Facebook Blueprint are an asset.
- Demonstrated ability to research, collect information, write, revise, and edit copy for a variety of uses and audiences.
- Proven ability to establish and maintain positive working relationships with staff, cultural and tourism/attraction community members, media, and the public.
- Strong organizational skills with the ability to manage multiple projects and meet deadlines.
- At least 2 years of prior experience in a similar position.
- Proficiency with Microsoft Excel, Word, PowerPoint, and Outlook.
- Familiarity with Monday.com is an asset.
- Must be able to work in Canada.
- Excellent written and verbal communication skills in English. Knowledge of a second language (e.g., French, Mandarin) is an asset.

Knowledge and Skills

- Considerable knowledge of the principles, practices, and techniques used in preparing promotional material for diverse channels.
- Strong knowledge of sales, inbound and outbound marketing methodologies, and audience segmentation.
- Expertise in methods, materials, techniques, tools, and equipment related to digital marketing. Examples include:
 - SEO-SEM strategies
 - Social media content creation and strategy
 - Google Analytics and reporting
 - Eventbrite, Facebook ad buying, and email marketing tools (e.g., Mailerlite)
 - Intermediate proficiency with Adobe Creative Suite or Canva

- Familiarity with WordPress and Hootsuite
- Working knowledge of advertising and promotional methods, procedures, and materials used by cultural organizations.
- Awareness of emerging marketing technologies such as AI-driven content, influencer collaboration, and chatbots.
- Some knowledge of astronomy, space technology, and the Space Centre's facilities and equipment capabilities.
- Some knowledge of budget preparation and control.
- Strong metrics tracking skills and ability to use data to drive decision-making.
- Ability to work independently and with minimal guidance.
- Conflict resolution skills and ability to maintain confidentiality in all aspects of work.
- Ability to work effectively under time constraints in fast-paced situations.
- Strong adaptability, teamwork, and problem-solving abilities.
- Demonstrated ability to draft communication tailored for children and adult audiences.
- Commitment to aligning with the Space Centre's mission and values.
- Willingness to work flexible hours, including occasional evenings or weekends, for event-related duties.
- Ability to successfully complete required training.

Working conditions

- Must be able to work on-site at the H.R. MacMillan Space Centre.
- Occasional weekend/evening availabilities for events
- Work atmosphere is professional and cordial.

Compensation and Benefits:

- Starting salary at \$28.28 per hour.
- 10% or 12% 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 and a sample of your marketing experience/portfolio to the Director of Marketing and Community Engagement (Lucy Lei): lucy.lei@spacecentre.ca