

Marketing Manager

Job Title:	Marketing Manager	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:	November 1, 2025
Salary:	\$40.32 per hour	Posting Expires:	Until Filled
Pay Range (Steps 1 to 5)	\$40.32 - \$47.45		

Job Description

Position Overview

The H.R. MacMillan Space Centre is seeking an experienced and strategic Marketing & Communications Manager to lead the organization's marketing, communications, and audience engagement initiatives. This role plays a key part in advancing the Space Centre's mission by developing and executing innovative campaigns that increase attendance, participation, and community awareness.

The ideal candidate will bring strong leadership, creativity, and digital marketing expertise, along with hands-on experience delivering campaigns and events in a fast-paced, collaborative environment. This position supervises the Marketing & Communications Coordinator and works closely with the Chief of Staff, Executive Director, and other department leaders to ensure that marketing strategies align with organizational goals and values.

This is a full-time on-site position within the Marketing & Communications Department of the H.R. MacMillan Space Centre.

About H.R. MacMillan Space Centre

The H.R. MacMillan Space Centre brings over 50 years of experience in the museum and education industry. We provide unique learning experiences for schools and the public through our programs, shows, activities, demonstrations, and interactive exhibits.

As a small but dynamic nonprofit organization, we value creativity, collaboration, and innovation in how we share science and space education with our community. Our team is passionate about delivering high-quality experiences and fostering curiosity, discovery, and connection.

Our Commitment to Employment Equity

At the H.R. MacMillan Space Centre, we sincerely believe that diversity, equity, and inclusion (DE&I) must be part of how we function and operate as an organization. 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 characteristic — are encouraged to apply for employment with us.

Duties and Responsibilities

Include but are not limited to:

- Develop and execute an annual marketing and communications plan aligned with organizational goals and strategic priorities.
- Lead integrated marketing campaigns across digital, print, and on-site channels to increase attendance, ticket sales, rentals, and program participation.
- Manage day-to-day marketing operations, including content creation, social media, email campaigns, and website updates.
- Ensure brand consistency across all marketing materials while contributing to creative development.
- Plan, implement, and optimize digital marketing initiatives, including SEO, social media advertising, and email marketing.
- Analyze audience metrics and marketing data to inform campaign adjustments and report outcomes.
- Plan, coordinate, and execute marketing events, including on-site logistics, staffing, and partner/vendor coordination.
- Capture event content (photo, video, social) and oversee post-event marketing and reporting.
- Build and maintain relationships with community organizations, schools, cultural partners, and tourism networks.
- Represent the Space Centre at select community or industry events to promote visibility and engagement.
- Provide supervision, mentorship, and project guidance to the Marketing & Communications Coordinator.
- Collaborate with internal teams, vendors, and contractors to ensure cohesive messaging and effective campaign delivery.
- Performs related work as required.

Qualifications

- Post-secondary degree in Marketing, Communications, Business, or a related field.
- Minimum of 4 years of progressive experience in marketing, communications, or public engagement, preferably in the nonprofit, museum, or tourism sectors.

- Demonstrated success developing, executing, and managing marketing campaigns, communications initiatives, and cross-departmental projects.
- Strong digital marketing knowledge (social media strategy, email marketing, SEO/SEM, analytics tools).
- Proven ability to cultivate partnerships and community relationships that grow visibility and participation.
- Experience managing or mentoring staff or contractors.
- Excellent communication, writing, and storytelling skills.
- Strong project management and organizational skills, with the ability to balance multiple priorities.
- Proficiency with Google Analytics, Canva or Adobe Creative Suite, WordPress, and Monday.com (or similar project management software).
- Familiarity with media relations, event coordination, and public outreach.
- Commitment to equity, inclusion, and representing the diversity of Vancouver's communities.

Knowledge and Skills

- Strategic yet hands-on approach to marketing and communications.
- Strong interpersonal and relationship-building skills.
- Data-driven mindset with creative problem-solving abilities.
- Adaptability and comfort working in a small, collaborative, and fast-paced environment.
- Enthusiasm for science education, community connection, and visitor experience.

Working conditions

- Must be able to work on-site at the H.R. MacMillan Space Centre.
- Work atmosphere is professional, creative, and collaborative.
- Some evening and weekend availability required for events or campaign launches.

Compensation and Benefits:

- Salary range: \$40.32–\$47.45 per hour (Pay Grade 30).
- Comprehensive benefits package, including extended health, dental, and pension contributions.
- 35-hour work week with paid vacation and professional development opportunities.

Work schedule:

- Primarily weekday hours (Monday–Friday), with occasional evenings or weekends for events, campaigns, or community engagements.

Training:

- On-site and on-the-job training

To Apply:

Email resume to: careers@spacecentre.ca