

Marketing and Communications Coordinator

Job Title:	Marketing and Communications Coordinator	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 4, 2025
Salary:	\$28.28 per hour	Posting Expires:	December 1, 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 and creative individual to play a key role in developing, managing, and reporting on marketing campaigns with a strong focus on digital channels. We're looking for someone with a passion for storytelling, content creation and graphic design, who can translate the Space Centre's mission into engaging, audience-driven experiences.

This position complements the Marketing Manager role by focusing on campaign execution, digital coordination, and analytics, while the Manager oversees strategy and brand alignment. The Coordinator provides support and creative direction across the Marketing and Sales, Guest Services, and Learning Services teams, ensuring a cohesive and high-quality visitor communication experience.

Work includes designing, writing, editing, and producing materials for social media, websites, newsletters, brochures, and advertisements. Graphic design skills are essential for creating visually compelling content that resonates with our audiences. The role also assists with special event promotion and coordination, including developing promotional direction, arranging logistics, and maintaining media and community relationships.

The successful candidate will be a strong communicator, able to collaborate across departments, manage multiple priorities, and gain buy-in from diverse stakeholders.

This is a full-time, on-site staff position within the Marketing Department, reporting to the Marketing Manager. The work is performed under general supervision and evaluated based on the quality, consistency, and impact of marketing outcomes.

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 a unique learning experience for schools and the public through our programs, shows, activities, demonstrations, and interactive exhibits. We are a relatively small, lean team that emphasizes quality service and ensures a top-tier customer experience.

Our Commitment to Employment Equity

- At the H.R. MacMillan Space Centre, we sincerely believe that diversity, equity, and inclusion (DEI) must be integral to 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 protected characteristic—are encouraged to apply for employment at the H.R. 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 new marketing campaigns, working with internal and external partners, 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 **graphic design, rich media, and video**.
- Tracking social media analytics and maintaining a social media calendar.
- Collaborating with the Social Media Specialist (when 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, digital marketing tools, analytics, and **graphic design 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 channels for promotable content.
- Creating event communications, including event sign-up pages and related physical and digital assets.
- 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.

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- **Qualifications**
- University graduation in communications, marketing, graphic design, or a related discipline, plus related experience; or an equivalent combination of education and experience in digital content development and communications.
- Experience managing social media for mid-sized organizations, including display ad serving and multimedia formats (rich media, video, and graphic design).
- 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.
- **Strong graphic design skills required**, with proficiency in Adobe Creative Suite, Canva, or similar tools.
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- **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, including:
 - SEO/SEM strategies
 - Social media content creation and strategy
 - Google Analytics and reporting
 - Eventbrite, Facebook Ad Manager, and email marketing tools (e.g., MailerLite)
 - Adobe Creative Suite, Canva, and other **graphic design tools**
 - 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 communications 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.
- Work atmosphere is professional, creative, and collaborative.
- Some evening and weekend availability required for events or campaign launches.

Compensation and Benefits:

- Starting salary at \$28.28 per hour.
- Comprehensive benefits package, including extended health, dental, and pension contributions or 12% in lieu of benefits.

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 and a sample of your marketing experience/portfolio to the Director of Marketing and Community Engagement (Lucy Lei): lucy.lei@spacecentre.ca