



JOB OPPORTUNITY

Position: Marketing Coordinator (Maternity Leave Replacement)
Salary: Pay Grade 19 (\$22.86 - \$26.90 per hour plus benefits)
Reports to: Marketing and Communications Manager
Hours: Temporary Full-Time (35 hrs/wk)
Posting Date: May 5, 2021
Closing Date: June 4, 2021

Nature of Position

The Museum of Vancouver is seeking a temporary Marketing Coordinator to replace the incumbent during the term of her maternity leave.

The Marketing Coordinator provides support to the Marketing and Communications Manager with a particular emphasis on graphic design, and on MOV's website and social media. This position helps implement strategic marketing and sales plans for the Museum that enhance MOV's visibility and reputation, further engage community partnerships, drive attendance, as well as increase admissions, facility rentals and group sales.

Duties and Responsibilities

- Production of marketing and promotional assets for upcoming exhibitions, programs, events, and general organizational communications. This includes, but is not limited to printed material, digital and social assets, production and scheduling of bi-weekly e-blast, and on-site signage and branded material.
- Ideation and coordination of video assets, with direction from the Marketing and Communications Manager.
- Create exhibition promotional videos, including interviews with curators, partners and other project-related participants and edit as required.
- Assist with marketing obligations at opening receptions and Museum events.
- Assist in coordinating public outreach events including setting them up, working with volunteers and engaging with the public.
- Coordinates and monitors MOV website updates including, but not limited to: exhibition and event page creation, communication of updates to third-party ticketing systems and key internal staff, implementation of edits and changes to existing pages.
- Ensures accurate and timely delivery of MOV event details to events listings and websites and updates regularly to ensure accuracy.
- Monitoring engagement on all MOV social channels and posting optimized content with direction from the Marketing Manager, along with monitoring of the marketing department email account.
- Designs and edits publicly available reports such as the Annual Report.
- Assists with marketing department reports including analysis of social media, website performance and other key performance indicators.
- Performs light clerical duties, including photocopying, filing, and collating, scheduling meetings and supports other departmental administrative tasks.
- Other duties as reasonably assigned.



Required Qualification, Knowledge, Education and Skills

- Diploma in Graphic Design/Communication Design
- Exceptional written and oral communication skills.
- Demonstrated experience with relevant technology and trends (including analytics, SEO/SEM and CRM)
- Working knowledge of graphic design using Adobe Suite (InDesign, Illustrator, Photoshop)
- Experience scheduling social media campaigns (Hootsuite, Later or other programs).
- Knowledge and experience working with media.
- Excellent attention to detail.
- Significant experience copywriting, editing and proofreading marketing materials.
- Strong interpersonal skills and the ability to work collaboratively.
- Ability to work independently or as part of a team.
- Experience supervising staff or volunteers.
- The ability to lift and carry boxes and supplies up to 30 lbs. at a time.
- Ability to climb short ladders and reach overhead.

Experience

- A minimum of 2 years related marketing/communications/graphic design/video production experience preferably in a creative, non-profit setting.

Hours: Temporary Full-Time (35 hours per week) with flexible hours during the term of the incumbent's maternity leave. Some evening and weekend work is required.

Note: This position falls under the jurisdiction of CUPE local 15.

To Apply: Please submit application including portfolio of work samples via email by 5:00pm, June 4, 2021 to:
humanresources@museumofvancouver.ca

The Museum of Vancouver strives for equity and diversity. We encourage applications from members of groups that have been marginalized on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, and identification as an Indigenous person.