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The Programs Officer is a gifted storyteller who develops and delivers a variety of museum programs, services and experiences which connect visitors and residents to the culture, arts, heritage and landscapes of Canmore and the Bow Valley. Programs may be delivered onsite at the Canmore Museum or the Canmore NWMP Barracks or offsite within the community, surrounding mountain landscapes or at schools.

## **RESPONSIBILITIES**

Education Programming – 50%

Public Programming - 25%

Events – 10 to 15%

Administration/Communication –10 to 15%

- Conducts research projects for the development of educational and interpretive programming.
- Creates, promotes and delivers robust and appealing programming for students, families, adults and seniors, both at the museum and off-site, either standalone or with the participation of partner organizations.
- Builds strong, long-term relationships and partnerships with the Town of Canmore Cultural department, schools, school boards, community groups, service clubs, Tourism Canmore and Kananaskis, and the Downtown Canmore Business Revitalization Zone among others to develop a keen understanding of needs and opportunities within the larger community.
- Ensures focused management and administration of programming, to achieve seamless delivery and high rates of audience satisfaction, within established budgets and resource availability.
- Participates in organizational planning. Develops an annual program plan and budget, ensuring alignment with the Museum’s strategic plan and other department annual plans and budgets.
- Proactively recommends adjustments in the programming strategy to ensure annual attendance and revenue targets are met.
- Provides site security and emergency planning/management for all onsite and offsite programming.

## **EDUCATIONAL PROGRAMMING**

- Researches, designs and delivers educational programming, including field trip experiences and the Museum@School program, to ensure alignment with the Alberta elementary and secondary curriculum content and standards, changing community demographics, multiple learning styles and special needs for school groups, ESL, Youth at Risk etc.
- Evaluates and reports on educational programming to determine if programming is meeting student learning and teacher classroom objectives.
- Leads educator professional development workshops, such as the Teachers’ Institute.
- Participates in the care, maintenance and security of the education collection and historic environment.

## **PUBLIC PROGRAMMING**

- Works closely with the Senior Curator and guest curators to identify and implement public programming that promote and further the objectives of permanent and temporary exhibits.
- Researches, develops and delivers interpretive programming for the public at the Canmore Museum and Canmore NWMP Barracks Provincial Historic Site, including but not limited to walking tours, demonstrations, re-enactments, workshops, lectures/lecture series, and informal gallery programming such as prop talks.
- Conducts public presentations on the museum and its programming for community and client groups.

## **EVENTS AND FESTIVALS**

- Enhances the understanding of, participation in and engagement with Canmore's culture, arts, and heritage and engagement with local natural, cultural and built landscapes by:
  - Participating in the planning and coordination of major temporary and virtual exhibits.
  - Developing and implementing an annual plan and calendar of events that contribute to a high profile for the museum.
- Develops event emergency management/risk management plans for public events.

## **PROGRAM EVALUATION**

- Evaluates each major activity, relative to its objectives, and identifies and implements opportunities to improve future activities.

## **PROGRAM PROMOTION**

- Creates content for and updates the Museums online presence, including web site and social media sites, providing information on and promotion of programs, services and special events.
- Participates in the development, implementation and content creation of promotional campaigns strategically targeted to engage non-traditional museum audiences, increasing participation and program registration.

## **PROGRAM STAFF AND VOLUNTEER MANAGEMENT**

- Recruits, hires and manages seasonal and part-time staff to assist with site programming and events.
- Works closely with the museum's volunteer coordinator to staff events and ensures volunteers receive appropriate training and direction, fulfill their responsibilities effectively and are recognized for their contribution.

## **ADMINISTRATION**

- Takes direct responsibility, as a member of the Core Team, for ensuring the museum is an appealing, functional and safe environment for staff, volunteers and visitors.
- Ensures sound and accountable management of the volunteer, part-time staff and financial resources entrusted to the position.
- Contributes to the smooth operation of the museum including occasional coverage of the Front Desk when volunteers or staff are not available. Participates in building/site opening, closing, security systems, inspects gallery and exhibit venues to maintain and monitor safety standards necessary for public use and program requirements.
- Maintains program statistics for both in-person and virtual programming and regularly presents reports to the Core Team and the Board of Directors.

- Tracks and monitors program expenditures and ensures compliance within budget and operational policies.
- Participates in preparation of proposals for funding, sponsorships, grants and seeks opportunities for prize donations. Provides administrative support to track grant applications including signature and submission of documentation.
- Purchases and maintains programming and office supplies.
- Attends and chairs/co-chairs as required stakeholder meetings.
- Participates in the day-to-day operation of museum sites.

## WORK ENVIRONMENT

The Programs Officer is one of four positions which form the Core Team who oversee the functions of museum practice and operations at the Canmore Museum. As such, this position assists in the development and monitoring of multi-year strategic plans, annual business plans and budgets in collaboration with the Core Team. The Programs Officer also works collaboratively with members of the Core Team to develop multi-year exhibition and programming plans.

The Canmore Museum has recently adopted the **Social Museum model**. In embracing this model, the Canmore Museum endeavors to become more OF the community, BY the community and FOR ALL the community. The social museum model is an innovative new museum model that embraces community making and community building and has been championed by global cultural leaders such as Nina Simon, author of the books *The Participatory Museum* and *The Art of Relevance*, and founder of the Of/By/For All Change Network as well as Jasper Visser, author of *From Social Media to Social Museum*. Social/community sustainability, social bridging, social cohesion, social capital and community engagement are all hallmark objectives of a social museum.

As a Social Museum, the Canmore Museum is committed to fostering an inclusive, accessible environment where all employees and members of the public feel valued, respected and supported. We are dedicated to building a workforce that reflects the diversity of the public and the communities in which we live and serve.

## KNOWLEDGE

- Knowledge of Canadian social history, Canmore/Bow Valley history.
- Understanding of the Canmore Museum Re-Imagined objectives including inclusion and equity and access to cultural spaces through program development, delivery, outreach and other tasks.
- An understanding of Indigenous relations in this region and Treaty 7; additionally, familiarity with the Truth and Reconciliation Commission and the relevant Calls to Action for Museums is an asset. This knowledge can be through lived or worked experience, or education (or both).

## SKILLS & EXPERIENCE

- Between 3 to 7 years' experience working with cultural institutions, specifically museums and interpretive centres; ideally this includes progressive responsibilities from program delivery to program development and program management. The ideal candidate has experience working with Museum School programming such as Open Minds (Calgary).
- Experience with community outreach and development as well as establishing and maintaining partnerships and programs that support the needs of local communities and aligned organizations or individuals (e.g., underserved communities, youth groups, etc.).

- Considerable experience developing, delivering and managing cultural programs and community projects in a variety of themes and topics.
- Experience in visitor-focused museum program design, co-ordination, delivery and evaluation.

**You must also have:**

- Excellent interpersonal skills with the ability to communicate effectively, both orally and in writing at all organizational levels, with multiple stakeholders (e.g. Town of Canmore staff, tourism and business organizations/BRZ's, artists, historians, knowledge keepers, community members, the Alberta museum sector) and the general public.
- Ability to engage diverse communities at a meaningful level.
- Ability to work independently with minimal supervision.
- Ability to perform physical tasks related to supply management, including moderate load carrying and exhibition preparation as required.
- Excellent presentation skills, with the ability to speak at conferences and in the community.
- Ability to work evenings, weekends and statutory holidays, when necessary.
- Must be able to obtain and maintain a valid standard first aid certification.
- Experience with volunteer management software, booking software, and social media is considered an asset.
- Experience in setting up and leading virtual programming, including camera work, lighting/sound and video editing is considered an asset.

## **EDUCATION**

- A Bachelor's or Master's degree in a discipline appropriate to museum interpretation and storytelling such as history, Indigenous studies, museum studies, interpretation, or education.
- A combination of related and training and experience may be considered.

## **HOW TO APPLY**

Join the team at the Canmore Museum at an exciting point in the organization's history. Together, the Board of Directors and staff at the Canmore Museum are forging the path to redefine what it means to be a museum and cultural space in today's world. Our focus is authenticity and relevance, through innovative methods of storytelling, collaborating and sharing. This includes planning for a new space for the community to gather and learn.

The Canmore Museum offers a benefits and vacation/personal time-off package, flexible work schedules, competitive salary, and a collaborative work environment.

We thank all candidates for their interest, however only those selected for an interview will be contacted. Applications will be accepted until the position is filled. The position pays \$47,000 to \$50,000

Interested candidates are invited to submit a detailed resume and cover letter to:

**Ron Ulrich, Executive Officer** | [hr@canmoremuseum.com](mailto:hr@canmoremuseum.com).