



The Gulf of Georgia Cannery, built in 1894 in the historic village of Steveston, is a living monument to the individuals involved in BC's fishing industry. The site is operated by the Gulf of Georgia Cannery Society, a non-profit society and registered charity. Working in partnership with Parks Canada, the Society works to preserve the history of the BC fishing industry. Our Society is committed to supporting justice, equity, diversity, and inclusion within our organization and programming. We strive to create an inclusive environment that accommodates diverse backgrounds and abilities.

### **Marketing and Communications Coordinator - Job Description**

*Under the supervision of the Executive Director, the Marketing and Communications Coordinator is responsible for:*

#### **Marketing / Public Relations**

- Coordinate all marketing and promotional activities.
- Design and publish basic promotional material and oversee the production of larger publications and digital media in tandem with the Executive Director.
- Work with the Executive Director to prepare and manage the marketing budget.
- Act as media liaison; increase the profile of the Cannery through press releases, media sponsorship, etc.
- Promote the Cannery to tour operators, including the delivery of familiarization tours for target groups.
- Oversee the maintenance of contact lists for all stakeholders.
- Work with the Executive Director to develop and oversee the implementation of social media plan; manage all Cannery social media platforms.
- Provide Parks Canada with up-to-date information for inclusion in their marketing materials; liaise with Parks Canada to maximize collaborative marketing opportunities.
- Liaise with Tourism Vancouver, Tourism Richmond, and other tourism agencies.
- Ensure listing on tourism websites and guides are up to date.

#### **Communications**

- Oversee management of membership and volunteer communications, including membership database and renewals, quarterly production, and distribution of *Cannery Currents* newsletter.
- Sit on the Membership Committee and work to develop and implement strategies to promote membership in the Society along with the Executive Director and Audience Engagement Manager.
- Coordinate and create (where required) public-facing program and communication materials for the Society including: posters, rack cards/brochures, educational materials, annual report etc.
- Manage and oversee Cannery society website.
- Work with the Visitor Services team to compile, share and track reports on visitation numbers.
- Work with the Audience Engagement Manager/team to highlight event, exhibition and educational school offerings as part of overall communications and marketing strategies.

## **Other**

- Maintain a positive working relationship and open lines of communication with other departments.
- Participate in regular staff meetings.
- Attend conferences, seminars and external meetings as required.
- Participate in special events as required.
- Other duties as required.

## **Qualities:**

- You are passionate about marketing and sharing the stories of a unique historical site.
- You have outstanding relationship building and communication skills.
- You analyze participant feedback and can articulate strategic recommendations.
- You efficiently multitask and effectively solve problems.
- You can work independently and possess an entrepreneurial mindset.
- You are highly adaptable and able to make quick, intelligent decisions based on new information.
- You work effectively in teams as both a leader and a participant.
- You act with uncompromising honesty, integrity and ethics.
- You energize others – lead by example, recognize contributions and celebrate accomplishments.
- You search for opportunities and are willing experiment and take risks.
- You are passionate about education, heritage interpretation, and arts and culture programs.
- You are dedicated to building diversity, inclusivity and fostering reconciliation within our sector.
- You have experience marketing within a non for profit setting.

## **Skills:**

- Bachelor's degree in Marketing, Business Administration, Digital Media or an equivalent combination of education and work experience.
- Demonstrated experience in overseeing marketing materials, creating publications and digital media, preferably in a non-profit context is required.
- Knowledge of current marketing industry standards, social media strategies and marketing plan development is required.
- High degree of familiarity with social media platforms is required.
- Demonstrated experience with public speaking and community outreach is required.
- Familiar with Adobe Creative Suite, WordPress and video editing is an asset.
- Experience working with and marketing exhibitions, programs, events is an asset.
- Experience with Heritage Interpretation and Museum programming is an asset.
- Exceptional record keeping and communication skills.
- Proven success record in leadership and managing people.
- Fluent in English. French language is an asset.
- Access to reliable vehicle required.

**Hours:** Full-Time permanent position at 37.5 hours weekly; this position requires a flexible work schedule that can include evenings, weekends, and holidays to coordinate with programs and event delivery.

**Compensation:**

- \$42,000 - \$44,000 annually commensurate with experience and qualifications.
- Comprehensive benefits package including RRSP matching.
- Ongoing professional and personal development.

Please send resume and cover letter to Krystal Newcombe, Manager of Audience Engagement via email to [krystal.newcombe@gogcannery.org](mailto:krystal.newcombe@gogcannery.org) by January 7<sup>th</sup> 2022. Only shortlisted candidates will be contacted. No phone calls please.

If you are interested in working with us, but see something in this posting that excludes you, please reach out to us. We are committed to decolonizing our practices and creating an inclusive working environment that accommodates all backgrounds and abilities. 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.