



Marketing & Digital Media Assistant

Anticipated start date:	April 18, 2022
Terms of employment:	Full-time permanent
Annual salary:	\$40,000
Application deadline:	April 4, 2022
Number of positions:	1

About The Exploration Place:

As the largest museum and science centre outside of the lower mainland, The Exploration Place has taken a leadership role in the region and has offered quality programs and services for over two decades. The Exploration Place is a charitable organization with a mission to provide learning opportunities that foster an understanding of significant past and current issues shaping our community by linking experiences within the Regional District of Fraser-Fort George to the world in a unique, participatory Museum of regional history, science, and technology. You will be joining a team of enthusiastic and passionate individuals whose goal is to work together for the success of all departments and have fun doing it! This position is ideal for a detail-oriented, energetic, creative person who has a passion for supporting the meaningful programs and services we offer and wants to be a part of a team that makes a positive impact in our community.

Who are we looking for?

We are seeking a creative, enthusiastic, outgoing, and motivated person who has a passion for design, marketing, communication, heritage, culture, and science. Everyone plays a role in The Exploration Place's daily operations. We are seeking someone who is comfortable working with colleagues in different departments and is always keeping their finger on the pulse of our programs, exhibits, and daily operations to help meet the shared goals of The Exploration Place.

You will be working in collaboration with and under the direct supervision of the VP – Development & Partnerships and in collaboration with the CEO and leadership team. You are detail-oriented, organized, complete tasks in a timely manner, and are independent yet flexible and collaborative.

What are the hours and benefits?

This is a permanent, full-time position with a Tuesday to Saturday workweek. A regular workday is 8 hours, with a 30-minute unpaid lunch break. Occasional extended hours and evenings for museum events will also be required.

After a 3-month probationary period, benefits include:

- Extended health and dental benefits
- Vacation accrual of 2 weeks (80 hours) annually
- Sick leave of 10 days (80 hours) annually
- Annual Membership to The Exploration Place
- Staff discount in our gift shop
- Professional Development opportunities related to this position and the museum and science centre industry

Job Summary:

The Marketing & Digital Media Assistant is responsible for the strategic design, implementation, and management of a range of online and offline marketing, graphic design, and communications targeting media, funders, industry, partner, and public engagement. You will work with the VP – Development & Partnerships to ensure clear communication of the organization's mission, mandate, message, and brand across all channels, both internally and externally. Must embrace and model outstanding service to all and be willing to present solutions to whatever comes your way.

The successful applicant will be responsible for the following:

- Under the direction of the VP – Development & Partnerships, develop, implement, and assist with all aspects of marketing and communication, including online, print, video, publications, website maintenance, curatorial exhibit

materials, and social media activities, to effectively support the strategic objectives of The Exploration Place and convey its key messages to different stakeholders

- Design graphics and promotional material and distribute in online and offline channels
- Create necessary graphics and images with regards to branding to support our online and offline presence
- Ensure consistent messaging, brand identity, and style guidelines
- Become familiar with all aspects of the museum's work to communicate and market our activities effectively. Collaborate with cross-functional teams – from marketing, development, programming, curatorial, retail, and commercial kitchen to produce effective promotional materials
- Advertise our organization and products/services on various media, acting as media contact/liaison. This may involve on-camera or radio appearances
- Craft and distribute monthly online newsletters
- Develop/maintain social media profiles and provide quality content, supporting and expanding our digital presence
- Update and maintain the museum's website
- Monitor the museum's website and social media pages and address clients' queries, or connect clients with the appropriate team member
- Design materials for exhibits
- Gather customer feedback to inform various department teams
- Develop marketing schedules and maintain deadlines
- Conduct market research
- Develop reports and presentations for funders and sponsors
- Work with the VP – Development & Partnerships in communications with funders, sponsors, and partners as required
- Photography: document “as it happens” tours, programs, events, and initiatives for use on web and social media, and in various other forms
- Track projects, stats, and media exposure
- Organize marketing and networking events
- Assist with upkeep of CRM database
- Other administrative support as required
- Assist with museum special events as required
- Represent the museum with the utmost integrity, exemplifying the values and mission of our organization

Knowledge, skills, and abilities we are looking for:

- Graphic design education or experience, even if informal
- Excellent oral and written communication skills
- Self-motivated, energetic, forward-thinking, and creative with strong attention to detail and a willingness to learn
- Experience using social media and knowledge of social media best practices
- Working knowledge of photo editing and typography
- Ability to handle stressful situations while working in a fast-paced, customer-orientated facility, in cooperation with other staff and departments
- Strong interpersonal skills and comfort working with the public
- Ability to work closely and communicate respectfully with The Exploration Place team at large
- Possess excellent time management, organization, and multi-tasking skills
- Be familiar and comfortable with software, including but not limited to Adobe Creative Cloud, Microsoft Office Suite programs, MS365, Internet, email, and CRM systems
- Be familiar and comfortable with communication and collaboration tools such as Zoom and SLACK
- Possess a stable internet connection and the ability to work from home if necessary
- Must show flexibility when asked to perform other tasks as needed
- Ability to work evenings, holidays, and weekends as scheduled

The following will be considered an asset for this position:

- Formal training or experience related to marketing, graphic design, web design, communications, media, or equivalent
- Photography skills
- Hands-on experience in content creation and management
- Copywriting skills
- Knowledge and experience with website design and maintenance

- Familiarity with web analytics
- Experience working in the arts and culture or non-profit sectors

The Exploration Place is an equal opportunity employer.

We do not discriminate against ability, ethnicity, gender identity, socioeconomic background, or sexual orientation. We strongly encourage applications from racialized individuals, under-represented communities, diverse backgrounds, identities, and experiences. We're looking for motivated, compassionate people who can execute from the ground up. The Exploration Place is committed to providing our team members with safe, quality work experience, employability skills, and access to career development through professional development opportunities and mentoring. We use an in-depth, hands-on training program that allows our new employees to learn by doing, working closely with all departments and with our leadership team.

All offers are subject to the satisfactory completion of reference, police criminal record checks, and proof of vaccination. *Only successful applicants will be contacted. Please email your resume, cover letter, and three references to:*

Attn: Robyn Curtis, VP – Development & Partnerships
EMAIL: robyn@theexplorationplace.com

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