



Temporary Employment Opportunity

**Position: Events and Marketing Assistant**

Term: May 9 to September 3, 2023

Salary: \$17.50/hr

Number of Positions: 1 (dependent on funding)

## **A BIT ABOUT US**

The Maritime Museum of BC opened in 1955 as a naval museum located on Signal Hill just outside the gates of the HMC Dockyard in Esquimalt. The Museum has recently relocated to a new public storefront on ləkʷəŋən land at 744 Douglas Street. This space houses the museum's exhibits, public programming and events, onsite research and administration. Most of our collections are now stored off-site but are still accessible through our research request program.

Our mission is to engage communities in witnessing and preserving maritime heritages. In addition to offering in-person and virtual exhibits, the museum presents virtual talks, live tours and craft workshops that look at maritime history in unique and creative ways. Also offered are virtual and outreach educational programs for all ages on topics such as immigration, pirates and privateers, women on the home front, and the fur trade.

## **THE CHALLENGE**

The MMBC offers a rich variety of events to our local community. We need an Events and Marketing Assistant to support these events in the summer season, with a large focus on the annual Victoria Classic Boat Festival that takes place over Labour Day weekend. We also need someone to help with routine marketing tasks like website and social media updates and video creation for our YouTube channel to share the work the MMBC does. We know that opportunity abounds in community engagement and we want to continue finding the best ways to take advantage of these opportunities.

## **THE OPPORTUNITY**

We are looking for someone who has experience multitasking, staying organized, while working with an upbeat attitude and is passionate about meaningful museum engagement. This position can help encourage the candidate to consider a career in heritage and can put someone on the path towards a rewarding career in museum events and marketing.

## **THE TEAM**



Our team at the MMBC is tight-knit, flexible, and excited about the work we do. We work closely with an amazing and supportive group of committed volunteers. All of us come from different backgrounds, which we believe is part of our strength! We are looking for someone who knows how to manage their time effectively and can easily prioritize the tasks in front of them.

#### **THE SKILL SET YOU'LL BRING**

- Skilled and enthusiastic communicator
- Ability to undertake detailed tasks and follow direction
- Ability to work closely as a team
- Ability to work independently when required
- Ability to multitask and work on multiple projects at once
- Strong organizational skills
- Energy and excitement for working with planning committees and the public
- Basic knowledge of Canadian and BC history

#### **WITHIN 1 WEEK YOU'LL**

- Receive an introduction to the Victoria Classic Boat Festival and the planning tasks you will participate in over the course of the summer
- Be introduced to the MMBC's summer marketing plan
- Receive an introduction and training in social media
- Receive training in the MMBC's marketing IT systems including website and video editing, and creating marketing materials using Canva.

#### **WITHIN 1 MONTH YOU'LL**

- Independently process registration for VCBF
- Be familiar with researching, creating, and scheduling social media posts on the VCBF Facebook and Instagram accounts
- Be familiar with creating marketing materials on Canva for use on social media and the Museum website
- Be familiar with the work plan for the VCBF and how their work will support the festival operations
- Be familiar with the procedure for processing VCBF silent auction donations
- Independently add upcoming events and activities to free events listings and community calendars
- Be familiar with the regularly scheduled evening facility rentals and how to run them
- Be familiar with the DaVinci Resolve editing software and how to edit videos

#### **WITHIN 3 MONTHS YOU'LL**



- Have independently processed all VCBF registrations and silent auction items
- Have successfully increased the Museum's presence on its VCBF Facebook and Instagram accounts, and understood the connection and impact on festival marketing that social media has
- Have contributed to the planning and logistics of the VCBF and participated in the running of a major festival for 10,000 visitors
- Have created templates and marketing materials for the upcoming season
- Have contributed to ongoing Museum marketing efforts in print and broadcast media, in community calendars, and on the Museum's website
- Have independently run regularly scheduled evening facility rentals

### **Eligibility:**

This is a Young Canada Works funded position. Candidates must meet the following criteria:

- Are a Canadian citizen or a permanent resident, or have refugee status in Canada; Note: Non-Canadian student holding temporary work visas or awaiting permanent status are not eligible.
- Are legally entitled to work in Canada;
- Will be between 16 and 30 years of age at the start of employment;
- Are willing to commit to the full duration of the work assignment;
- Will not have another full-time job (over 30 hours a week) while employed with YCW;
- Have been a full-time student (as defined by your educational institution) in the semester preceding the YCW job;
- Intend to return to full-time studies in the semester following the YCW job.

Candidates who identify with the Government of Canada's job equity groups (i.e. youth with a disability, Aboriginal youth, visible minorities and new Canadians) are encouraged to apply.

Please apply with a cover letter, resume, and three references in a single PDF to the HR Committee by email at [azanko@mmbc.bc.ca](mailto:azanko@mmbc.bc.ca). One of your references should include someone in a supervisor capacity from a recent position.

**Applications are due at midnight on April 7, 2023.**

We would like to thank all applications for their interest in this position. Only candidates selected for an interview will be contacted.