

## **Communications and Marketing Coordinator**

**(Regular Full-Time, Permanent)**



We are seeking a talented, experienced, and motivated Communications and Marketing Coordinator to develop and implement strategic marketing plans for MONOVA.

MONOVA operates both the Museum of North Vancouver (115 West Esplanade) in The Shipyards and the Archives of North Vancouver (3203 Institute Road) in Lynn Valley and supports several other online/offsite experiences for the public to engage with and learn about the past, present and future stories of North Vancouver.

The Communications and Marketing Coordinator plays a crucial role in boosting resident and tourist visitation to the North Vancouver Museum and Archives by effectively promoting its programs, exhibits, events, and other revenue-generating opportunities. The ideal candidate will be a pragmatic, strategic thinker with proven experience in print and digital promotion, brand management, social media, and budget management. They must also excel in managing communications with the press, public, and other stakeholders on behalf of the organization

### **Summary of Duties**

- Provides marketing, promotions, and communications strategies for MONOVA's events, programs, exhibits and revenue streams to meet identified business targets.
- Manages and develops MONOVA's website and social media content; creating engaging and authentic content to maintain and grow our social media presence.
- Prepares the annual marketing plan, coordinates marketing budget for review, and provides input into the annual business plan.
- Liaises and oversees contractors and consultants to develop and produce communications and marketing materials, as needed.
- Coordinates email communications platforms and content creation; and develops marketing and communication plans to promote MONOVA's development initiatives.
- Coordinates media relations, including identification and communication of media opportunities, issues media releases and stays connected with key media contacts and the community.
- Conducts interviews, surveys, and analyzes internet data to assess and guide the success and appeal of the marketing and venue rental efforts; and participates in community forums, roundtables, speaking opportunities, trade shows and sales calls.
- Establishes and develops effective working relationships with a variety of internal and external contacts, including cultural and tourism networks, members of the media, and on-line communities.
- Measures and analyses metrics, and reports on outcomes related to marketing campaigns.
- Performs related work as required

## Desired Experience, Qualifications and Skills

- Diploma in Community Relations, Tourism, Marketing, Sales or equally relevant specialty, plus a minimum five years marketing and/or relevant sales experience; or an equivalent combination of education and experience.
- Considerable knowledge of the principles, objectives, methods, and techniques of marketing and promotional work relevant to museum and cultural venues.
- Ability to develop, recommend and execute communication plans and marketing strategies to meet business targets.
- Sound knowledge of website and social media strategies and best practice.
- Ability to design, produce and edit a variety of promotional materials, and to coordinate the production of same.
- Ability to plan marketing and sale activities, set targets, and execute on plans to achieve targets.
- Ability to communicate effectively orally and in writing.
- Ability to establish and maintain effective working relationships with staff members and a variety of external contacts, including members of the media.
- Ability to prepare and maintain a variety of records related to the work.
- Ability to analyze and solve problems when they arise.
- Existing media relationships in the local market are an asset

**Salary:** \$36.08 per hour (PG20- Step 1, 2024 rate)

**Start Date:** October/ November 2024.

**Schedule:** 35 hours per week. Regular, full time, permanent. This is an in-office position with office hours of 9:00 to 5:00, Monday to Friday. Some flexibility in scheduling to support evening and weekend work may be required and will be discussed in advance.

**Please apply to:** Pamela Roberts, Manager of Business Operations North Vancouver Museum & Archives, 115 West Esplanade, North Vancouver, BC, V7M 0G7

Interested applicants should submit a cover letter and résumé submitted by e-mail to [monovahr@monova.ca](mailto:monovahr@monova.ca) by 1<sup>st</sup> October 5pm PST.

MONOVA values inclusivity, believing it enhances creativity, diversity, and innovation. We are committed to a barrier-free work environment and recruitment process. Please let us know if you need any accommodations to apply and be assessed fairly. As an equal opportunity employer, we encourage women, BIPOC, LGBTQ2S+, and people with disabilities to apply.

We respectfully acknowledge that MONOVA: Museum and Archives of North Vancouver is located on the traditional lands of the Sḵw̱x̱wú7mesh (Squamish), and Səl̓ílwətał (Tsleil-Waututh) First Nations, whose ancestors have lived here for countless generations. We are grateful for the opportunity to live, work and learn with them on unceded Coast Salish Territory.