

COMMUNICATIONS SPECIALIST

JOB DESCRIPTION (UNDER REVIEW):

Pay Group 7

1. General

Reporting to the Director of Marketing, Sales & Visitor Experience, the Communications Specialist assists with the planning and development and is directly responsible for the implementation of effective marketing and communications strategies for the organization. The Communications Specialist requires skill and experience in all aspects of marketing and communications strategies including market analysis, campaign development, writing, media, public relations and digital marketing technologies. This position requires creativity, a high degree of initiative, good judgement, self-reliance, motivation, and responsibility. Proficiency in both official languages is an asset.

A child abuse check will be required of the successful candidate.

2. Key Accountabilities & Typical Duties

A. Priority 1: Marketing (40 %)

Work with the Director to develop creative and advertising strategies and ensure consistent and interactive messaging across all platforms.

- i. Work with the Director on the development and implementation of digital and traditional marketing plans to promote all aspects of the Museum including but not limited to the three Museum attractions, exhibitions, research, programs, and other institutional activities.
- ii. Coordinate external and internal communications flow (newsletters, memos, etc.)
- iii. Liaise with the Museum's Agency of Record and other marketing service providers, including the Printer of Record and Graphic Designers, to create promotional materials and advertisements to promote institutional activities.
- iv. Maintain constant communication with Destination Marketing Organizations and other tourism organizations and manage Museum's presence in their publications and on their traditional, social and digital channels, including websites.
- v. Develop and maintain schedules for the implementation of marketing plans, including advertising commitments, and track status.
- vi. Act as a liaison with advertising representatives and contractors.
- vii. Ensure brand standards are adhered to throughout the institution and updated as required.
- viii. Develop and update marketing-related policies, procedures, and guidelines for approval by the Director.
- ix. Develop and update marketing-related forms and other efficiency tools.
- x. Prepare reports, plans, and budgets and prepare purchase requisitions for marketing and communications programs and work related to the role.

B. Priority 2: Public Relations & Communications (20%)

To lead public relations and communications activities reinforcing the Museum brand.

- i. Work with the Director to develop and then implement the Museum's strategic communications plan.
- ii. Establish and maintain communication with all media (local and national, including print, radio, and TV) to facilitate the flow of positive and accurate information about the institution, its programs, and mandate to the public and coordinate media contact with appropriate Museum personnel.
- iii. Responsible for the Museum's institutional publications, including coordinating submissions, editing, proofing, and writing additional information on time and budget.
- iv. Develop and distribute regular press releases and story pitches.
- v. Plan and oversee all media events.
- vi. Ensure communications are accurate and on-brand.
- vii. Work with the Director to explore, establish, and maintain partnerships to promote programs and exhibitions and oversee the implementation of initiatives.
- viii. Draft all speeches for the CEO and Director of Marketing, Sales and Visitor Services and occasionally other Directors, Board Members, and Staff.
- ix. Act as spokesperson for the Museum as required by the Director of Marketing, Sales & Visitor Experience.

C. Priority3: Key Corporate Publications (20%)

To coordinate and create content for key corporate publications to deepen partners' relationships with the Manitoba Museum.

- i. Develop the Museum's institutional publications, including coordinating submissions, editing, proofing, and writing additional information.
- ii. Coordinate and execute the Museum's Annual Report and semi-annual MM Report.
- iii. Maintain in-house style guide.

D. Other duties as reasonably assigned (20%)

- i. Prepare reports, plans, and budgets and prepare purchase orders for marketing and communications activities and work related to the role.
- ii. Maintain print and/or digital sample files of all marketing and communications collateral.
- iii. Attend inter-divisional meetings and activities.
- iv. Act on behalf of the Director of Marketing, Sales & Visitor Experience as required.

MINIMUM REQUIRED QUALIFICATIONS:

1. Skills, Abilities and Knowledge

- i. Thorough and current knowledge of all methods, techniques and procedures in the marketing and communications profession, including both digital and traditional emerging technologies.
- ii. Able to communicate well both verbally and in writing with exceptional story-telling skills.
- iii. Able to work effectively and cooperatively in a team environment, as well as independently.
- iv. Excellent portfolio with a proven track record of successful project management initiatives.
- v. Outstanding organizational and time management skills.
- vi. Able to anticipate and/or handle difficult or delicate situations diplomatically.
- vii. Strong computer literacy is essential, especially on website content management systems as well as word processing, Excel spreadsheet management and PowerPoint.
- viii. Experience with project management software, tools and implementation.
- ix. Graphic design, photo editing and creative development an asset.

2. Education, Training, and Experience

- i. University degree in Marketing and Communications, plus
- ii. At least five years' experience in a related field,
- iii. Or equivalent combination of education and experience.

This is a full-time permanent position starting July 2022. The salary range is \$50,961.22 to 60,850.32 p.a. Please submit your application by July 5, 2022 to:

Manager of Volunteer & Employee Relations
The Manitoba Museum
190 Rupert Avenue
Winnipeg, MB R2B 0N2
Email: hr@manitobamuseum.ca
Fax: (204) 942-3679

The Manitoba Museum is committed to inclusion and employment equity and welcomes diversity in the workplace. This document is available in other formats and accommodations will be provided throughout the selection process upon request. Contact Human Resources at 204-956-2830 if you have an accommodation request.

We thank all applicants for their interest; however, only those being considered for interviews will be contacted. We are not able to acknowledge receipt of applications submitted via Fax or mail.