

MARKETING & DIGITAL MEDIA COORDINATOR

JOB DESCRIPTION (Under review):

Pay Group 4

1. General

Reporting to the Director Marketing, Sales & Programs, the Marketing & Digital Media Coordinator is responsible for executing customized, multi-channel digital media strategies, social media, web and electronic communications for the Museum. The incumbent requires experience in creating, executing and evaluating social media campaigns and a proficiency with applications for web and electronic communications ensuring consistency of information at all touch points. Writing, editing, and design acumen are needed to do this job well. This position also provides support to the Manager of Marketing & Communications and Director of Marketing, Sales & Programs as needed. This position requires creativity, a high degree of initiative, judgment, analytics, strategy and self-reliance. Proficiency in both official languages is an asset

2. Key Accountabilities & Typical Duties**A. Priority 1: Social Media Plan, Implementation and Content Marketing (40%)**

To create and collaborate with others to generate content and post content for social media that is consistent with the Museum brand.

- i. Recommend and devise with input from Manager of Marketing & Communications and Director of Marketing, Sales & Programs a social media plan.
- ii. Investigate Museum for interesting content and ways to engage public and staff in a social media community.
- iii. Develop, test and adjust social media and content marketing plans for the Museum.
- iv. Conduct research and produce reports to analyze market trends and plans to offer insights on campaigns, strategy and initiatives by other organizations.
- v. Conduct research and produce reports, analyze market trends and develop a plan to ensure success of digital campaigns.
- vi. Develop, write and edit blog content for various media and the Museum website.
- vii. Develop a digital editorial calendar and ensure deadlines are met.
- viii. Gather data and identify success of strategies implemented.
- ix. Devise ways for the Museum to increased perceived value through social media channels and content marketing.
- x. Develop and implement plans and campaigns which promote an increase in target markets and followers.
- xi. Create a 'voice' for social media consistent with the Museum's brand and to safeguard the Museum's brand.
- xii. Create and manage cross-promotional relationships with other organizations.
- xiii. Post pictures and interviews as needed for the promotion of the Museum.
- xiv. Take photos and produce videos for the Museum as needed.
- xv. Attend events for live posting as needed.
- xvi. Optimize content for SEO and analytics.

B. Priority 2: Web Master (30%)

To ensure the web site is up to date and fully functional with consistent messaging of the Museum brand.

- i. Update text and calendars to ensure information is posted in a timely manner and is consistent with the Museum's messaging.
- ii. Update photos and videos on the web site as needed.
- iii. Abide by the Museum's style guide, logo and communications guidelines.
- iv. Provide advice and expertise to others posting information on the web site.
- v. Generate reports on web usage, traffic, demographics and conversion.

C. Priority 3: Other Communications (20%)

To work with the Director of Marketing, Sales & Programs and other departments on electronic communications such as newsletters, and electronic invitations to ensure consistent messaging across the Museum:

- i. Create, write and edit content for different audiences.
- ii. Collaborate to devise e-communication and digital strategies for various museum markets.
- iii. Ensure the information in databases (names and emails) are correct and up-to-date.
- iv. Collaborate with others to develop content for newsletters, programs, blog, and send out newsletters to members and general public.
- v. Create and send electronic surveys and tabulate results and generate report based on results.
- vi. Provide advice and expertise to others using electronic communications software.
- vii. Create detailed and summarized reports on electronic communications success.

D. Other duties as reasonably assigned

- i. Represent the Museum at tradeshow, etc. providing marketing materials and sharing on social media.
- ii. Act on behalf of the Manager of Marketing & Communications as required.

MINIMUM REQUIRED QUALIFICATIONS:**1. Skills, Abilities and Knowledge**

- i. Current knowledge of marketing and communications with a special interest in social media, content marketing and electronic communications.
- ii. Ability to communicate well both verbally and in writing.
- iii. Ability to work effectively and cooperatively in a team environment, as well as independently as needed.
- iv. Tact and diplomacy necessary to anticipate and/or handle difficult or delicate situations.
- v. Computer literacy is essential, especially on social media, website content management systems, Wordpress, e-communications and survey software, as well as word processing and spreadsheet management.
- vi. Proficient knowledge in Twitter, Facebook, LinkedIn, Instagram, Snapchat, Google+, and other social media practices.
- vii. Ability to conduct research and produce reports, analyze market trends and develop a plan to ensure success of digital campaigns.
- viii. Ability to implement strategies and campaigns which promote an increase in target markets and followers.
- ix. Ability to develop, test and adapt digital media plans and content marketing for the Museum and evaluate the success of same through reporting.

2. Education, Training and Experience

- i. Diploma in Marketing and Creative Communications is required, and
- ii. At least three (3) years' experience in a communications position,
- iii. Experience in photography and videography and associated editing tools,
- iv. Experience with layout and design software such as Photoshop / Adobe Creative Suite,
- v. Experience with Constant Contact, Survey Monkey, Wordpress, Google Analytics, social media platforms, Microsoft Suite (Microsoft Excel, Powerpoint), Hootsuite would be an asset, or
- vi. Equivalent combination of education and experience.

This is a permanent part time position (28 hours per week (0.8FTE) though currently at 35 hours per week (1.0FTE) until September 30, 2021. The position will commence in February 2021 and there is the possibility of becoming full time (35 hours per week) in the future. The incumbent will report to the Director of Marketing, Sales & Programs. The pay range is \$19.46 – \$24.63 per hour. Application deadline is January 26, 2021. Please submit your resume including cover letter to:

Manager of Volunteer & Employee Relations
The Manitoba Museum
190 Rupert Avenue
Winnipeg, Manitoba R3B 0N2
hr@manitobamuseum.ca

*We are not able to acknowledge receipt of applications submitted via Fax or mail.
The Manitoba Museum is committed to employment equity and welcomes diversity in the workplace.*