



MARKETING & EVENTS COORDINATOR

Do you enjoy creating engaging communications? Are you passionate about organizing fun community events? Do you want to be part of the planning towards the new cultural center?

We are looking for a talented, organized, and detail-oriented Marketing & Events Coordinator to support the Greater Vernon Museum and Archives. We need someone who wants to participate in helping to evolve Vernon's cultural community and is thrilled to work with people from all walks of life. We are a small organization and everyone wears many hats, so you need to be flexible and organized. We are looking for someone who has high standards of professionalism, strong time management capabilities, excellent writing skills, careful attention to detail, and puts community at the heart of their work. Strong event planning skills and experience are a must.

Responsibilities:

- Growing and engaging our audiences and visitors through effective day-to-day management of digital communication channels;
- Identifying, assembling, and organizing event requirements end-to-end;
- Researching, discovering, and recommending new and more efficient ways to communicate with our members, visitors, and the community;
- Working with the Executive Director to draft media releases and traditional advertising campaigns;
- Developing new events to attract people to the Museum and coordinate new and ongoing signature events of the Museum;
- Working collaboratively with all staff to continually evolve our visitor experience;
- Fully participating in a work environment that celebrates and encourages respect for volunteers, staff and citizens of different cultures, abilities and backgrounds;
- Participating as a key member of the Gift Shop Committee.

Qualifications:

- Demonstrated background in content management, creative writing, advertising concepts, direct mail, print and media negotiations, and electronic advertising;
- Passionate about community and the well-being of the citizens of the Regional District;
- Excellent communication skills, with an ability to effectively craft communication pieces across different mediums;
- Tech-savvy with a strong background in digital and social media communications-including e-newsletters, website blogs, Facebook, and Instagram;
- Event planning experience for events of all sizes;

- Excellent public speaking skills and experience;
- Extremely well organized, analytical, and detail oriented;
- Highly self-motivated individual who is resourceful and driven;
- Post-secondary education, ideally a post-secondary degree (particularly, but not necessarily, in English, Communications, or Marketing);
- Drivers' License and access to a vehicle is required.
- Have a passion for marketing, a strong sense of responsibility, willing to hard work and independently, wants to be a positive force in the museum and in the community, and is a champion of team spirit;
- Ability to understand, apply, and use applications such as Power Point, Excel, Word, Wordpress, Photoshop, etc., at a high level of skill;

This is a full-time (35 hrs per week) position that primarily will work Monday to Friday 9 am to 5 pm (with one hour unpaid lunch). Some evenings and weekends are required to support events; this will require flexibility in time shifting this 35 hour position.

Start Date:

This position will be filled as soon as practical following the closing date of February 15th 2019, or after a suitable candidate is found.

Resumes and cover letters are to be forwarded to HR@vernonmuseum.ca. No telephone inquiries please.