

The **Royal BC Museum** sits on the Traditional Territory of the Lekwungen (Songhees) and Xwsepsum (Esquimalt) Peoples. The museum and archives explore the province's human history and natural history, advances new knowledge and understanding of BC, and provides a dynamic forum for discussion and a place for reflection. The Royal BC Museum celebrates culture and history, telling the stories of BC in ways that enlighten, stimulate and inspire. The museum is a hub of community connections in BC.

We are committed to creating a diverse workplace where everyone is celebrated.

As an inclusive and accessible employer please advise Human Resources if any accommodations are required to assist you to ensure equitable participation in this hiring process.



EMPLOYMENT OPPORTUNITY

Marketing Assistant Coordinator – Auxiliary Appointment, 1 Year

Starting Salary: \$ 46,182.50 – 52,157.99

Royal British Columbia Museum

The Royal BC Museum (RBCM) was established in 1886, making it one of the oldest continually operating museums in Canada. By exploring our human history and natural history, the Royal BC Museum advances new knowledge and understanding of British Columbia, and provides for a dynamic forum for discussion and a place for cultural reflection.

The RBCM, which includes the provincial archives, is undergoing modernization. Modernization is a complex, transformational process that not only impacts the museum's physical presence and facilities, but also requires the museum team to undergo adaptive and technical organizational changes.

The Marketing, Communication and Business Development Department undertakes marketing, communications, business development and sales, membership development, and consumer research to enhance the Royal BC Museum's profile in the community and with internal and external stakeholders and to increase attendance, awareness, understanding, support and participation in the museum and archives' programs, exhibitions, research initiatives, and archival and other merchandized services.

The Marketing Assistant Coordinator position provides administrative support to the Marketing and Sales Manager and the marketing team. This includes the coordination of the marketing production schedule, creating administrative systems and procedures and oversees all administrative and tactical activities required to support the marketing function. The marketing assistant enters relevant data into the ATMS database, and coordinates it with the Corporation's enterprise-wide CRM tool, creating and maintaining secure, comprehensive and accurate records, including sales reports and data entry. Under the general guidance of, and in consultation with the Director of Marketing, Communication and Business Development and the Marketing & Sales Manager, the Marketing Assistant is responsible for ensuring that collateral content and data entry is produced accurately and in a timely fashion to meet the objectives of the programs.

The position provides timely and accurate administrative support services, which includes the creation and implementation of systems and procedures, including ARCS and ORCS file management (electronic and paper) for a well-functioning marketing department. The nature of the work is time sensitive, and requires attention to detail in order to maintain accurate data because the information collected may affect new and

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existing programs; members; donors; Royal BC Museum staff and Board members; volunteers; visitors and external vendors and service providers; and the ability for the Royal BC Museum to meet its revenue targets.

Requirements for this position include a diploma or degree in a related field (i.e. Liberal Arts, Communication, Business) and a minimum of 3 years' related experience in an administrative support role, preferably with a fundraising, marketing and/or sales mandate, or an equivalent combination of education & experience.

Additional skills/abilities that would be an asset include project management skills with a track record of initiating and completing projects in a timely basis, superior planning, organizational, attention to detail and problem-solving skills, and significant and sound working knowledge of various software programs including MS Office. The successful candidate must also have excellent analytical skills, verbal and written communications skills, time management, interpersonal and negotiation skills. Additionally, the candidate must demonstrate the ability to develop, promote, and provide high quality customer service, both to internal and external customers, work effectively under pressure and demonstrate judgment, tact, diplomacy and discretion.

This position requires Criminal Records Checks under the BC Public Service Screening Policy and the Criminal Records Review Act and all applicants must be legally entitled to work in Canada (have Canadian citizenship or permanent resident status).

On November 1, 2021 the BC Public Service announced the COVID-19 Vaccination Policy that defines the conditions and expectations for BC Public Service employees regarding vaccination against COVID-19. It is a term of acceptance of employment that you agree to comply with all vaccination requirements that apply to the public service. More information can be found [here](#).

Please refer to the full job description and selection criteria to ensure your application addresses the areas we will be looking at when assessing suitability for this opportunity.

This is a one-year auxiliary appointment with the possibility of becoming permanent.

Please submit your resume and cover letter in pdf format by August 12, 2022 at 11:59 PST with the following subject line: **Last Name, First Name, RB2022_24 via email to:**

RBCMapplications@royalbcmuseum.bc.ca

POSITION DESCRIPTION

Royal BC Museum

POSITION TITLE:	Marketing Assistant Coordinator	POSITION NUMBER(S):	00106779
DIVISION: (e.g., Division, Region, Department)	Strategic Relations and Initiatives		
UNIT: (e.g., Branch, Area, District)	Marketing, Communications, and Business Development	LOCATION:	Victoria
SUPERVISOR'S TITLE:	Marketing & Sales Manager	POSITION NUMBER	0072100
SUPERVISOR'S CLASSIFICATION:	Administrative Officer 24	PHONE NUMBER:	
FOR AGENCY USE ONLY		NOC CODE:	
APPROVED CLASSIFICATION:	Clerk 11	CLASS CODE:	
APPROVED BY:		PHONE NUMBER:	

ROYAL BC MUSEUM

The Royal BC Museum is situated on the territories of the Lekwungen People, known today as the Songhees and Xwsepsum First Nations.

The Royal BC Museum (RBCM) was established in 1886, making it one of the oldest continually operating museums in Canada. By exploring our human history and natural history, the Royal BC Museum advances new knowledge and understanding of British Columbia, and provides for a dynamic forum for discussion and a place for cultural reflection.

The RBCM, which includes the provincial archives, is undergoing modernization. Modernization is a complex, transformational process that not only impacts the museum's physical presence and facilities, but also requires the museum team to undergo adaptive and technical organizational changes.

As an institution that encourages gathering, learning, critical thinking, self-reflection and thought-provoking experiences for people of all ages, modernization demands that the museum evolve and remain relevant to the communities it serves and in doing so, the team must embody and exemplify a commitment to:

- Being accountable for our individual and collective learning and embracing informed, values-based ways of working that honours diversity, inclusivity, accessibility and equity such that this commitment is evident in our interactions and relations with one another internally, and also with visitors, the public, our industry and business partners, and our community stakeholders. Being a place where diverse peoples and communities of British Columbia feel welcome in the museum and supported as they tell their truths and share the lived experiences of their current and past generations.
- Honouring and presenting an authentic human history that represents a vibrant, diverse province that exists today, which is central to RBCM's transformation.
- Incorporating an informed and values-based adoption, dissemination and implementation of Truth and Reconciliation principles, DRIPA and the province's DRIPA Action Plan.
- Being a centre of respectful, inclusive, self-motivated, team-focused collaboration.

RBCM has over 7 million objects and specimens and millions of significant government documents and records; substantial photographic, audio and video collections; artworks; and an extensive library of publications. Through research, learning, outreach and community engagement, we strive to broaden understanding about our province and inspire curiosity and wonder.

PROGRAM

The Marketing, Communications and Business Development Department undertakes marketing, communications, business development and sales, membership development, and consumer research to enhance the Royal BC Museum's profile in the community and with internal and external stakeholders and to increase attendance, awareness, understanding, support and participation in the museum and archives' programs, exhibitions, research initiatives, and archival and other merchandized services.

PURPOSE OF POSITION

The Marketing Assistant position provides administrative support to the Marketing, Sales Manager and team. This includes the coordination of the marketing production schedule, creating administrative systems and procedures and oversees all administrative and tactical activities required to support the marketing function. The position enters relevant data into the ATMS database, and coordinates it with the corporation's enterprise-wide CRM tool, creating and maintaining secure, comprehensive and accurate records, including sales reports and data entry. Under the general guidance of, and in consultation with the Director of Marketing, Communication and Business Development and the Marketing and Sales Manager, the Marketing Assistant is responsible for ensuring that collateral content and data entry is produced accurately and in a timely fashion to meet the objectives of the programs.

The position provides timely and accurate administrative support services, which includes the creation and implementation of systems and procedures, including ARCS and ORCS file management (electronic and paper) for a well-functioning marketing department. The nature of the work is time sensitive, and requires attention to detail in order to maintain accurate data because the information collected may affect new and existing programs; members; donors; Royal BC Museum staff and Board members; volunteers; visitors and external vendors and service providers; and the ability for the Royal BC Museum to meet its revenue targets.

RESPONSIBILITIES

- Collaborates with Marketing and Sales Manager to coordinate production and placement of local marketing advertising for various events, learning program and exhibitions, at the museum and theatre, including the coordination of print collateral
- Leads and coordinates production of annual broadcast series with RBCM staff and partners
- Department contact for unsolicited advertising salespeople, evaluates proposals and makes decisions regarding response or re-direction
- Develops and maintains internal project tracking system for all graphic design projects
- Oversees the work of volunteers who provide support on marketing tasks and projects, including directing work and resolving issues
- Supports the Marketing and Sales Manager during onsite events as required
- Handles all public inquiries regarding complimentary admission ticket requests including tracking and organizing for Director to approve
- Supports Marketing and Sales Manager with annual visitor survey, including coordination of equipment set up and take down
- Supports Communications Specialist by being the "live tweeter" at museum events and program onsite and offsite as needed
- Supports the Sale Coordinator's trips by sending follow up packages in real time while they are away
- Undertakes all marketing invoice preparation for approval and tracks in budget
- Reviews and reconciles marketing and sales purchase card transactions monthly
- Runs reports in ATMS for various uses: sales reporting, contact lists, etc., checking processed materials orders for accuracy, and packaging collateral to be mailed out.
- Oversees department mail, email and telephone correspondence. This includes replying to correspondence, processing returned mail and bounced back emails, etc.
- Develop reports, spreadsheets, tables and grids to summarize and present information as needed.
- Delivers excellent customer service to all internal staff and exercises decision-making where needed for special circumstances.
- Prepares a wide range of lists from the ATMS database, and prepares documents and information for e-mail and regular mail. This includes the coordination of all contact mailing operations, such as invitations to events, and any other mail outs.
- Ensures information being pulled from the ATMS database is accurate and timely so that the people being contacted receive the appropriate information; may include working with ATMS Administrator to address and problem solve technological issues.

- Delivers accurate guest invitation lists and guest management processes (ticket processing / tracking / distribution). Ensures CASL compliance.
- Coordinates, develops, monitors and maintains general office coordination, general office processes, including the filing system (ARCS/ORCS) – both electronic and paper; ensuring that it is accessible to those who need it, while maintaining confidentiality of information, filing, collecting media packages for review, preparing mail, sending books, gathering research, etc.)
- Maintains an awareness of issues and challenges under discussion.
- Ensure posters and onsite promotional activations are updated regularly
- Ensure all media samples are filed and tracked for reporting purposes/ prepare sample binders
- May be required to represent the RBCM at special events (tourism events, trade shows, conventions or conferences) to develop relationships
- Provides back-up support to Marketing and Sales Manager when away
- Other related duties as required.

FINANCIAL RESPONSIBILITY

DIRECT SUPERVISION (i.e., responsibility for signing the employee appraisal form)

Role	# of Regular FTE's	# of Auxiliary FTE's
Directly supervises staff		
Supervises staff through subordinate supervisors		

PROJECT /TEAM LEADERSHIP OR TRAINING (Check the appropriate boxes)

Role	# of FTE's	Role	# of FTE's
Supervises volunteers	3-5	Provides formal training to other staff <input type="checkbox"/>	
Lead project teams		Assigns, monitors and examines the work of staff <input checked="" type="checkbox"/>	

VALUES – Every employee is expected to demonstrate the following values during the course of their work

Accountability, Community, Creativity, Diversity, Partnership, Service

EXCLUDED MANAGER AUTHORIZATION

I confirm that:

1. the accountabilities / deliverables were assigned to this position effective: (Date).
2. the information in this position description reflects the actual work performed.
3. a copy has / will be provided to the incumbent(s).

NAME:

Tracey Drake

SIGNATURE:

DATE:

SELECTION CRITERIA

Education:

- Diploma or Degree in related field (i.e. Liberal Arts, Communication, Business) or an equivalent combination of education & experience

Experience:

- Minimum of 3 years related experience in an administrative support role, preferably with a fundraising, marketing and/or sales mandate

Skills & Abilities:

- High-energy, client/donor-focussed, service-oriented professional
- Project management skills with a track record of initiating and completing projects in a timely basis
- Superior planning, organizational, attention to detail and problem-solving skills
- Significant and sound working knowledge of various software programs including MSOffice
- Excellent analytical skills
- Familiarity with Freedom of Information Protection of Privacy Act regulations
- Excellent verbal and written communications skills
- Exemplary skills in supporting staff and volunteers at all levels
- Exceptional relationship and time management skills
- Excellent interpersonal and negotiation skills
- Proven organization skills with the ability to balance and prioritise multiple tasks and requests, and meet deadlines in a professional manner
- Demonstrated ability to develop, promote, and provide high quality customer service, both to internal and external customers
- Ability to type 65 wpm, take/transcribe minutes
- Demonstrated ability to work effectively under pressure
- Demonstrated judgment, tact, diplomacy and discretion
- Ability to work independently, while operating as a member of a team
- Ability to motivate self and other members of team, including marketing staff, support staff, and volunteers
- Ability to connect with senior volunteers and community leaders
- Ability to work during a high degree of interruption
- Ability to provide work direction and guidance to volunteers, as required, including the explanation, demonstration, training, assessment of knowledge.

Unusual Working Conditions:

- Requires some early morning, evening and weekend work
- Unexpected deadlines may appear as information may be required on short notice

COMPETENCIES

Results Orientation **Results** orientation is a concern for surpassing a standard of excellence. The standard may be one's own past performance (striving for improvement), an objective measure (achievement orientation), challenging goals that one has set, or even improving or surpassing what has already been done (continuous improvement). Thus, a unique accomplishment also indicates a results orientation.

Service Orientation **Service** orientation implies a desire to identify and serve customers/clients, who may include the public, coworkers, other branches/divisions, other ministries/agencies, other government organizations and non-government organizations. It means focusing one's efforts on discovering and meeting the needs of the customer/client.

Planning, Organizing and Coordinating involves proactively planning, establishing priorities and allocating resources.

Relationship Building is working to build or maintain ethical relationships or networks or contacts with people who are, or may be, potentially helpful in achieving work-related goals and establishing advantages. These people may include customers, clients, counterparts, colleagues, etc.

Teamwork and Co-operation is the ability to work co-operatively within diverse teams, work groups and across the organization to achieve group and organizational goals. It includes the desire and ability to understand and respond effectively to other people from diverse backgrounds with diverse views.

Cultural Agility is the ability to work respectfully, knowledgeably and effectively with people with different cultural backgrounds.

Self-Discovery and Awareness is understanding one's thoughts, feelings, values and background and how they impact the success of relationships and influence one's work.