

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 Manager, Full-time 1-year term, AO 24

Salary Range: \$ 66,557.72 – \$75,884.38

### 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 department of the Marketing and Communications Division conducts marketing, business development and sales 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 Royal BC Museum's programs, exhibitions, research initiatives, and archival and other merchandized services.

The Marketing Manager leads and implements a variety of strategic promotional and digital programs and campaigns to communicate the depth and breadth of Royal BC Museum products, programs, and features. In addition, the role ensures dynamic and mutually beneficial relationships are maintained with stakeholders, sponsors, tourism and marketing partners through development of promotions and the timely execution of program, project plans, and commitments made under agreements.

This position requires a Post-secondary education in marketing or a related discipline, or combination of education and experience; three years direct experience managing a team in marketing, public relations or related field; experience managing budgets and tracking expenses.

The successful candidate must have Knowledge of marketing, advertising, digital marketing programs, public relations theory and practice. Additionally, must have knowledge of printing and production processes and timelines, membership and/or loyalty programs as well as knowledge of the tourism industry in British Columbia.

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).

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.



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 term with the possibility to become a permanent position.

An eligibility list may be established for similar permanent and temporary positions.

**Please submit your resume and cover letter in pdf format by November 30, 2022 at 11:59PM with the following subject line: Last Name, First Name, RB2022-40 via email to:**

[RBCMapapplications@royalbcmuseum.bc.ca](mailto:RBCMapapplications@royalbcmuseum.bc.ca)

## POSITION DESCRIPTION

### Royal BC Museum

POSITION TITLE:	Marketing Manager	POSITION NUMBER(S):	72100
DIVISION: (e.g., Division, Region, Department)	Marketing and Communications		
UNIT: (e.g., Branch, Area, District)	Museum Operations	LOCATION:	Victoria
SUPERVISOR'S TITLE:	Director of Marketing, Communications and Business Development	POSITION NUMBER	101065
SUPERVISOR'S CLASSIFICATION:	Band 4	PHONE NUMBER:	
FOR HR USE ONLY		NOC CODE:	
APPROVED CLASSIFICATION:	Administrative Officer 24	CLASS CODE:	
Rated BY:	Krystal Thumm	PHONE NUMBER:	

### ORGANIZATION

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.

## DEPARTMENT OVERVIEW

The Marketing department of the Marketing and Communications Division conducts marketing, business development and sales 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 Royal BC Museum's programs, exhibitions, research initiatives, and archival and other merchandized services.

The Marketing Department plans, creates and delivers the overall marketing communications program for multiple projects across the Royal BC Museum including, marketing, business development, 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 Royal BC Museum's programs, exhibitions, research initiatives, and archival and other merchandized services.

## PURPOSE OF POSITION

Under the general guidance of the Director of Marketing, Communication and Business Development, the Marketing Manager plans, leads and implements a variety of strategic promotional and digital programs and campaigns to communicate the depth and breadth of Royal BC Museum products, programs, and features. In addition, the position ensures dynamic and mutually beneficial relationships are maintained with stakeholders, sponsors, tourism and marketing partners through development of promotions and the timely execution of program, project plans, and commitments made under agreements.

The objective of these activities is additional revenues, increased awareness of Royal BC Museum's offerings by target markets; increased attendance at the museum and archives; positive marketing partnerships and effective information tools and programs for visitors to the museum onsite, off-site and online; ensure quality information and understanding of RBCM's strategic priorities. The work requires liaising with Royal BC Museum Executive, other department representatives, departmental staff and volunteers and an understanding of Royal BC Museum strategic and program objectives, as well as proactive communication with representatives of the aligned industry, a wide variety of marketing partners, community representatives and business affiliates.

## POSITION LINKS

The position works closely with senior management, and liaises with other departments within the Royal BC Museum. Develops relationships with sponsors, tourism and marketing partners to ensure all commitments made on behalf of the Royal BC Museum are met. Specific contacts include:

- **Royal BC Museum Executive:** to provide recommendations on initiatives to promote the Organization.
- **Royal BC Museum Development Team:** to liaise and coordinate marketing with regards to sponsor fulfillment.
- **Industry and Stakeholder Organizations** such as the BC tourism industry and special interest groups: to identify partnership opportunities.
- **Crown Agency Secretariat:** to provide information and updates on marketing issues.
- **Contractors:** liaise with and coordinate and provide input on work of contractors on a project basis, and to certify satisfactory contract performance, for release of payment.
- **Sponsors:** business partners identified through the Development Office and/or Marketing Office, usually involving a cash component.
- **Marketing and Tourism Partners:** business partners identified through the Marketing & Communications branch, usually involving in-kind support.

## SPECIFIC ACCOUNTABILITIES / DELIVERABLES

This position develops recommendations to the Director and Executive, acts proactively and makes independent decisions; leads on development and implementation of strategic marketing programs, sponsorship and revenue generation opportunities; and identifies potential marketing partnership opportunities for the Royal BC Museum. The incumbent responds to sponsor or visitor requests and ensures all marketing commitments made on behalf of the Royal BC Museum are met.

### Marketing:

- Leads the development, delivery and evaluates strategic marketing programs; ensure they are managed for results and identify areas of success and continuous improvement
- Works with the Director and Executive to develop effective goals, plans and solutions to strategic business development solutions across the organization
- Evaluates marketing goals, objectives and research needs to improve awareness of programs and services with staff, stakeholders and the general public
- Writes and prepares strategic marketing and media execution plans for promotions for programs and exhibitions, including brochures, guides for special events and/or tourism industry and marketing and tourism partnership and sponsor packages
- Undertakes confidential/sensitive marketing communications assignments; develops clear plans to achieve desired results and outcomes
- Develops goals, objectives and performance measures, in consultation with the Director and in alignment with strategic priorities
- Identifies opportunities and develops plans for cooperative and cross-marketing programs with similar regional and national organizations and with businesses, tourism, recreation and education institutions for approval by the Director, and then implements those programs
- Anticipates new areas of interest and opportunity and prepares plans to achieve objectives
- Ensures adherence to museum policies and standards and develops systems and methods for data analysis and dissemination
- Provides advice to and briefs the director, executive and project teams as appropriate, on emerging and current marketing programs
- Communicates with community leaders and interest groups to identify opportunities and build partnerships
- Implements initiatives throughout the province with various target groups to meet partnership and sponsorship priorities, maintain relationships and facilitate economic impact
- Recommends survey process and directs focus group testing with Royal BC Museum patrons; analyzes data and makes next step recommendations
- Negotiates and implements agreements with various media and ensures the agreement in place is met by both parties
- Creates and provides written and image content and updates for Royal BC Museum web pages including: information on public programs (calendar, talks), creates and maintains home page feature, feature exhibition and temporary exhibition pages
- Manages or coordinates the production of marketing collateral materials, including tracking inventory and estimating print quantity, coordinating promotional material production, proofreading, approvals and sign-off
- Controls licensing agreements and guidelines for use of logos and images by marketing and tourism partners
- Manages onsite contests, prize draws and fulfillment, creates and manages resulting contact database
- Represents the branch on cross-functional project teams
- Carries out and ensures the organization meets its obligations under marketing partnerships and sponsorship agreements including the provision of certain benefits and recognition
- Evaluates the quality of the marketing application and ensures consistency of brand and messaging application

### Special Events

- Manages special events, campaigns and projects, and identifies issues and concerns of visitors, business and other stakeholders in partnership with Events Manager and Sales Manager, as appropriate.
- Plans and manages advertising, media relations, internal and external communications programs and special events
- Attends and represents events/projects at public meetings and organizes presentations, displays, publicity needs, tours, exhibits, open houses and drop-ins

### Supervision

- Provides leadership to marketing team to support successful implementation of marketing plans; transfers knowledge and experience, mentors colleagues and contributes to building a culture of organizational practice and excellence
- Supports a stimulating work environment for departmental staff
- Supervises marketing and membership staff including training, assignment of work, development and evaluation of

performance plans, approval of leave, response to step one grievances and initiation of discipline processes; determines and identifies staffing resources, succession planning and training needs of team and makes recommendations to the Director.

- Provides functional direction to other staff related to partnership and sponsorship activities and/or preparation of marketing promotional materials
- Supervises professional and administrative staff in three business streams (4 FTE).

**Budget / Contract Management**

- Exercises spending authority for marketing, communications budget(s) and related expenditures
- Adapts standardized contracts to deliver marketing services using contractors, including reviewing, monitoring and verifying the completion of work by contractors
- Responsible for up to \$750,000 budget
- Certify satisfactory contract performance, for release of payment, using discretion to determine if results have been achieved
- Maintains the department Budget Control Report and tracking

**Other Related Duties-**

- May be required to represents the Royal BC Museum at special events (e.g. conventions and tour operator conferences both in BC and other North American locations) to develop relationships and to expand markets;
- Research and review resource material to identify changes in travel patterns, transport modes, and tour trends and make recommendations as to how to maximize the opportunity for revenue based on those trends
- May be required to promote opportunities at trade shows and develop agreements with tour operators, within guidelines established by the Royal BC Museum

**FINANCIAL RESPONSIBILITY**

Up to \$750,000 budget (secondary media and projects/contracts) includes full accountability for allocating, purchasing and tracking budget.

- Prepares and manages contracts with outside vendors. Prepares letters of agreement where needed.
- Certifies satisfactory contract performance, for release of payment and signoff

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

Role	# of Regular FTE's	# of Auxiliary FTE's
Directly supervises staff	4	1 (Coop)
Supervises staff through subordinate supervisors		

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

Role	# of FTE's	Role	# of FTE's
Supervises students or volunteers <input checked="" type="checkbox"/>	1-5	Provides formal training to other staff <input checked="" type="checkbox"/>	3
Lead project teams <input checked="" type="checkbox"/>	varies	Assigns, monitors and examines the work of staff <input checked="" type="checkbox"/>	3

## JOB DESCRIPTION CERTIFICATION:

### INCUMBENT

NAME:	DATE:	I have read and understand this job description
-------	-------	---

### EXCLUDED MANAGER AUTHORIZATION

I confirm that: <ol style="list-style-type: none"><li>1. the accountabilities / deliverables were assigned to this position effective: (Date).</li><li>2. the information in this position description reflects the actual work performed.</li><li>3. a copy has / will be provided to the incumbent(s).</li></ol>		
NAME: Erik Lambertson	SIGNATURE:	DATE:

## SELECTION CRITERIA

Candidates are initially assessed on the Education and Experience criteria. Those who meet these criteria will be invited to demonstrate their skills, abilities and behavioural competencies through various assessment methods.

### Education/Experience

- Post-secondary education in marketing or a related discipline, or combination of education and experience
- Three years direct experience managing a team in marketing, public relations or related field
- Experience managing budgets and tracking expenses

### Knowledge

- Knowledge of marketing, advertising, and public relations theory and practice
- Knowledge of digital marketing practice and programs
- Knowledge of printing and production processes and timelines
- Knowledge of membership and/or loyalty programs
- Knowledge of the tourism industry in British Columbia

### Skills/Abilities

- Strong written and oral communications, and marketing skills and experience
- Demonstrated high level of competency in all aspects of customer service
- Demonstrated ability to establish and maintain effective working relationships both within and outside the museum and archives, and to work well with others in a team situation
- Demonstrated ability to interact in an effective, tactful, and professional manner with staff, sponsors and the general public
- Ability to research, read, analyze and interpret general business periodicals, professional journals, and/or trade publications to assess trends in the museum, archives and/or tourism industry
- Ability to write reports, business correspondence and promotional content
- Ability to effectively present information and respond to questions from groups of managers, clients, customers and the general public
- Strong computer skills; knowledge of a variety of relevant software

## BEHAVIOURAL COMPETENCIES

- **Teamwork & Cooperation** 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.
- **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).
- **Service Orientation** implies a desire to identify and serve customers/clients, who may include the public, colleagues, partners (e.g., educational institutes, non-government organizations, etc.), co-workers, peers, branches, ministries/agencies and other government organizations. It means focusing one's efforts on discovering and meeting the needs of the customer/client needs.
- **Organizational Awareness** is the acumen to appreciate and the ability to use the power relationships in either one's own, or other, organization(s). This includes the ability to identify the real decision-makers and the individuals who can influence them; and to predict how new events or situations will affect individuals and groups within the organization.
- **Strategic Orientation** is the ability to link the long-range vision of Indigenous self-determination to daily work, ranging from a simple understanding to a sophisticated awareness of the full impact of thinking and actions.
- **Leadership** implies a desire to lead others, including diverse teams. Leadership is generally, but not always, demonstrated from a position of formal authority. The "team" here should be understood broadly as any group with which the person interacts regularly.