

CAREER OPPORTUNITY

Director of Marketing, Communications & Business Development
Marketing, Communications & Business Development
Strategic Relations and Initiatives

One Full-Time Permanent Position Available
Annual Salary Range: \$96,400 to \$128,100

The Royal BC Museum (RBCM) was established in 1886, making it one of the oldest continually operating museums in Canada. Since its inception the museum has changed and evolved alongside the rest of the province. Today's RBCM is committed to creating community connections, gathering spaces and educational programs, and providing opportunities for critical thinking, self-reflection, and thought-provoking experiences to people across BC and around the world.

The archives were founded in 1894 and in 2003, both organizations joined together to become BC's combined provincial museum and archives, with its purpose being to broaden the understanding about our province. We are passionate about inspiring curiosity and wonder, while sharing BC's story with millions of visitors who walk through our doors and explore our website each year.

IMAX® Victoria is also part of the RBCM and provides incredible immersive cinematic experiences and work in tandem to deliver inspiring educational and entertaining experiences.

The RBCM, is updating not only the facilities and infrastructure, it is creating a new Collections and Research Building in Colwood, BC. It is an exciting time to join the museum team as we rethink and modernize our methods and processes, and welcome the perspectives and stories of all British Columbians.

The Marketing, Communications and Business Development Department in the Strategic Relations and Initiatives Division plans, creates and delivers the overall marketing and communications strategic plans for multiple projects across the Royal BC Museum including, marketing, communications, government relations, business development, membership 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.

Reporting to the Vice President, Strategic Relations and Initiatives, the Director is responsible for planning, coordinating, implementing and monitoring marketing and promotions, communications and public relations, sales, consumer research and other related activities of the Royal BC Museum.

The Director works closely with museum executive and government, and develops relationships with sponsors, tourism and marketing partners to ensure all commitments made on behalf of the Royal BC Museum are met.

The successful candidate will have the experience and ability to prepare and draft a variety of communications material including corporate communications plans, business plans, annual reports, strategies, policies, reports and presentation materials and must have a strong understanding of strategic marketing practices to create impactful public outputs (exhibitions, learning programs, publications etc.) through traditional and digital mediums.

They will also have working knowledge of the public consultation processes, community infrastructures, indigenous organizations, and the regional, social, cultural, economic and political interests of provincial citizens.

This position requires a University degree in Business, Marketing, Communications or Liberal Arts or an equivalent combination of education and experience. The ideal candidate will have five or more years of relevant professional experience in communications, media relations, marketing and/or journalism and has program or project management experience in a marketing communications role, including activities such as planning, implementing, monitoring and evaluating the success of marketing communications activities. Additionally, the successful candidate will have considerable knowledge of general communications principles, concepts and methodologies including issues management, media relations and media production and a strong understanding of strategic marketing practices to create impactful public outputs (exhibitions, learning programs, publications etc.) through traditional and digital mediums.

An eligibility list may be established for future temporary and/or permanent vacancies.

This position is excluded from union membership.

How to Apply:

Your application must clearly demonstrate how you meet the job requirements listed with the job profile.

Please submit your resume and cover letter in pdf format by March 24th, 2023 at 11:59 pm (PST) with the following subject line: Last Name, First Name, RB2023-13 via email to:
RBCMapplications@royalbcmuseum.bc.ca

Additional Information:

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

The BC Public Service COVID-19 Vaccination Policy defines the conditions and expectation for BC Public Service employees regarding vaccination against COVID-19. Among other possible measures, proof of vaccination will be required. 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](#).

The Indigenous Applicant Advisory Service is available to applicants that self-identify as Indigenous (First Nations, status or non-status, Métis, or Inuit) person seeking work or already employed in the BC Public Service. For guidance on applying and/or preparing for an interview, please contact IndigenousApplicants@gov.bc.ca or call #778-405-3452.

The **Royal BC Museum, Archives** and **IMAX Victoria** celebrate culture and history, sharing the stories of British Columbia in ways that enlighten, stimulate and inspire. Through research and learning, we strive to broaden understanding of our province and inspire curiosity and wonder. Located in Victoria on the traditional territory of the Lekwungen (Songhees and Xwsepsum Nations), we are proud to welcome 800,000 visitors annually.

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

As an inclusive and accesible employer, please advise People and Development of any accomodations required to assist you to ensure equitable participation in this hiring process.

JOB PROFILE

Position # 101065

**TITLE: DIRECTOR OF MARKETING, COMMUNICATIONS
& BUSINESS DEVELOPMENT**

CLASSIFICATION: BAND 4

SUPERVISOR TITLE: VP, STRATEGIC RELATIONS AND INITIATIVES

SUPERVISOR POSITION #: 52174

DEPARTMENT: MARKETING, COMMUNICATIONS & BUSINESS DEVELOPMENT

CONTEXT

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

JOB OVERVIEW

Reporting to the Vice President, Strategic Relations and Initiatives, the Director is responsible for planning, coordinating, implementing and monitoring marketing and promotions, communications and public relations, sales, consumer research and other related activities of the Royal BC Museum.

The objective of these activities is revenue generation, 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 Directors, and an understanding of Royal BC Museum strategic and program objectives, as well as proactive communication with industry partners, community representatives and business affiliates.

ACCOUNTABILITIES

1. Provides strategic advice and implements recommendations made to the Royal BC Museum's (RMBC) Executive team by:
 - Preparing and implementing short and long-term marketing and communications plans for the Royal BC Museum.
 - Developing annual sales targets, especially for the travel trade/tourism market, and formulating strategies to achieve them.
 - Creating, managing and reviewing the marketing and promotional budgets.
 - Providing direction for the graphic design functions and brand implementation for the Royal BC Museum.
 - Identifying target markets and developing relationship with the tourism industry, transportation partners, business community, GLAM partners and other stakeholder groups, and media.
 - Developing promotional strategies and materials for all markets, including the local, provincial, national and international.
 - Identifying opportunities for collaboration, partnership marketing and sponsorship for Royal BC Museum projects, products and services.
 - Maintaining and developing the RBCM's brand and its usage.
 - Liaising with staff from across the organization in promoting exhibitions, programs and services and assisting the communications team in developing media releases as applicable.
 - Overseeing or commissioning and supervising the design and printing of all printed promotional collateral for the RBCM.
 - Working with the Sales and Travelling Exhibitions Manager and/or Corporate Communications Manager to coordinate visits by industry and media representatives.
 - Attending industry related events, trade shows and conferences representing the RBCM.
2. As the brand champion of the RBCM, designs and administers a wide variety of programs and initiatives to promote the RBCM, such as:
 - Identifying and analysing new markets for RBCM activities and events and creating opportunities to increase attendance.
 - Developing and implementing cooperative and cross marketing programs with stakeholder groups, tourism industry partners, tourism destination marketing organizations (Destination Greater Victoria, 4VI Tourism, Destination BC), hotels, transportation services providers, etc.

Job Family:

Job Stream:

PSA Approved Date:

- Conducting research regarding potential exhibitions, events, programs and/or other related "new service" offerings to determine the level of interest to current and future visitors, pricing elasticity model, etc., reporting results to Executive and recommending and implementing strategies to drive attendance based on this research.
 - Surveying visitors on-site and online on any issue related to the RBCM's services, including quality, fee structures, new products, interests, etc; report results to Executive, and implementing strategies to drive attendance and revenue in response to how visitors are responding.
 - Undertaking exit interviews and focus group testing with RBCM visitors, members and local community audiences and implementing marketing strategies in response to the research,
 - Undertaking economic impact research on annual impact and special exhibitions, reporting results to Executive and key stakeholders.
 - Creating and implementing the integrated marketing and communications strategy for the RBCM, including special exhibitions, current or new sales and services. Preparing advertising and promotions for RBCM programs and exhibitions, including digital advertising, brochures, guides for special events, press packages, etc.
3. Develops and implements an annual marketing and communications plan and long-range strategies to increase attendance and revenue by:
- Developing the promotion and advertising initiatives for the RBCM.
 - Negotiating with media including various traditional media (newspapers, television, radio stations, etc.) and digital media for special rates on advertising to maximize the budget for the media buy.
 - Establishing systems for effective implementation, monitor marketing and communications programs and adjusting activities.
 - Anticipating marketing and communications requirements and developing specific objectives for marketing activities.
 - Reviewing resource material to identify changes in conditions like travel patterns, transport modes, and visitor trends and implementing strategies to be responsive to the changing market.
4. Develops and implements an annual membership development plan and long-range strategies to increase membership by:
- Developing promotions and advertising for the program.
 - Establishing systems for effective implementation, monitoring and adjusting of activities.
 - Reviewing initiatives and measuring alignment with the strategic priorities of the Royal BC Museum.
 - Overseeing the editorial process and production of the quarterly *What's Insight* magazine.
5. Leads on a wide range of corporate communications functions including strategy; liaises with government, agencies, stakeholders and other organizations as required to fulfil the internal and external communications needs and meet RBCM strategic priorities.
- Leading the Communications Manager on media relations strategy, including developing media pitches, responding directly to media inquiries, preparing media summaries, tracking emerging and current media issues and preparing issue notes.
 - Identifying emerging media issues or emerging trends that may have an impact on the organization.
 - Working with the Ministry and partner organizations to ensure strategies for dealing with common issues.
 - Contributing to corporate-wide issues management to ensure the CEO and Executive are promptly informed about media issues which may affect the organization.

Job Family:

Job Stream:

PSA Approved Date:

6. Directs and coordinates RBCM's sales function by:
 - Developing and coordinating the sales selling cycle and methodology including membership sales, admissions, publications, travel trade, learning programs and other opportunities to drive revenue and attendance from a sales/retail perspective.
 - Developing and implementing sales strategy including monitoring and evaluation of activity against goals.
 - Researching and developing strategies and plans which identify marketing opportunities, direct marketing and new project development, (i.e., cruise ship tours, relationships with inbound tour operators, merchandise sales/publications through the box office). Liaises with VP of Strategic Relations and Initiatives to ensure branded items are appropriate.
 - Analyzing and evaluating the effectiveness of sales, methods, costs and results.
 - Establishing and implementing short and long-range goals, objectives, policies and operating procedures relating to the marketing and sales function.
 - Oversee the marketing to travel trade at industry shows.
7. Controls budgets and contracts for marketing and advertising material and services by:
 - Implementing marketing/promotions projects with a goal to meet or exceed annual revenue targets of \$6 million for admission, gallery rentals; and merchandise and related services.
 - Administering a budget, negotiating and managing contracts.
 - Preparing terms of reference for advertising services (e.g. television, newspaper, magazine, bus boards, radio spots, etc.), reviewing bids and choosing successful bidder, monitoring work, and evaluating results.
 - Tracking expenditures and making project changes as required.
 - Negotiating marketing partnership agreements with stakeholder groups and tourism industry and local/provincial businesses, etc.
8. Provides marketing and communications advice and expertise by:
 - Developing marketing and communications initiatives to meet the annual objectives and strategic priorities of the RBCM.
 - Liaising with key contacts throughout the province including GLAM, tourism and business industry, travel industry, tour operators, etc., and related organizations and maintaining working relationships to maximize the annual budget and expand marketing reach of the RBCM.
 - Negotiating with officials of tourism destination marketing organizations to obtain funding support to market and promote exhibitions.
 - Entering into joint promotions with similar operators.
 - Using data-driven decision-making to promote the RBCM to target markets; undertake research and to market to intended audiences for all services, exhibitions, facility rentals, learning programs and other services the RBCM offers.
9. Supervises communications, marketing and sales staff (3 direct reports; 11 total in department) by:
 - Supervising staff, including hiring, orientation, coaching, and training.
 - Planning, assigning and reviewing work.
10. Setting work priorities and standards by:
 - Appraising work performance and initiating disciplinary action, as required.
11. Acts as key member of the RBCM's Business Continuity and Emergency Response team.

Job Family:

Job Stream:

PSA Approved Date:

JOB REQUIREMENTS

Education:

- University degree in Business, Marketing, Communications or Liberal Arts
- OR an equivalent combination of education and experience

Experience:

- Five or more years of relevant professional experience in communications, media relations, marketing and/or journalism.
- Demonstrated program or project management experience in a marketing communications role, including activities such as planning, implementing, monitoring and evaluating success of marketing communications activities.
- Experience and ability to prepare and draft a variety of communications material including corporate communications plans, business plans, annual reports, strategies, policies, reports and presentation materials.
- Experience leading teams in multi-disciplinary environments to execute projects.

Preference may be given to applicants who have the following:

- Experience working with Crown Corporations or within government in a related capacity.
- Experience establishing collaborative relationships and partnerships with internal and external stakeholders.
- Experience preparing and drafting a variety of senior level materials including plans, strategies, issue papers, reports and presentation materials.
- Experience working in partnership with Indigenous governments, communities and/or organizations
- Experience providing strategic communications counsel to senior leaders.

Knowledge, Skills & Abilities:

- Considerable knowledge of general communications principles, concepts and methodologies including issues management, media relations and media production
- A strong understanding of strategic marketing practices to create impactful public outputs (exhibitions, learning programs, publications etc.) through traditional and digital mediums.
- Strong knowledge of online and social media platforms as communications vehicles.
- Working knowledge of public consultation processes, community infrastructures, indigenous organizations, and the regional, social, cultural, economic and political interests of provincial citizens.
- An understanding of multicultural programming to meet the needs of a diverse audience.
- Ability to plan, organize, establish priorities and deliver results on time.
- Strong strategic and creative analytical and problem-solving abilities.
- Polished presentation and interpersonal skills to represent the Royal BC Museum in diverse environments.

Successful completion of security screening requirements of the BC Public Service, which may include a criminal records check, and/or Criminal Records Review Act (CRRRA) check, and/or enhanced security screening checks as required by the ministry **(Note: It is important that you read the job posting carefully to understand the specific security screening requirements pertaining to the position).**

Job Family:

Job Stream:

PSA Approved Date:

BEHAVIOURAL COMPETENCIES

Leadership Competencies – It is expected all leadership in the Royal BC Museum will demonstrate the following competencies through their actions, decision-making and communication activities, while motivating staff for peak performance.

Vision & Goal Setting Vision and goal setting involve knowledge and skills in establishing official and operative goals for the organization and to establish a system of measuring effectiveness of goal attainment.

Promoting Empowerment Promoting empowerment involves knowledge and skills in using processes such as appropriate delegation and information sharing to enhance ownership and empowerment amongst team members over their assigned tasks and performance.

Creating and Managing Change Creating and managing change involves knowledge and skills to manage and support the organization through setting direction and urgency, building a coalition of support and alignment, communicating widely, handling resistance to change and facilitating implementation of successful change actions.

Solving Problems Creatively Solving problems creatively involves knowledge and skills in fostering creative problem solving in the organization through critical reflection, collaboration, problem analysis, risk assessment and rewarding innovation.

Building Strategic Alliances Building strategic alliances involves knowledge and skills to engage in internal and external stakeholder analysis and to negotiate agreements and alliances based on a full understanding of power and politics.

Cultural Agility Cultural agility is the ability to work respectfully, knowledgeably and effectively with Indigenous peoples. It is noticing and readily adapting to cultural uniqueness in order to create a sense of safety for all. It is the capacity to relate to or allow for differing cultural perspectives and being willing to experience a person shift in perspective.

Job Family:

Job Stream:

PSA Approved Date: