

CAREER OPPORTUNITY

Marketing Manager
Marketing, Communications & Business Development
Strategic Relations and Initiatives Division

One Full-Time Permanent Position Available
Administrative Officer 24
Annual Salary Range: \$73,855 - \$84,134

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 to 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 department of the Strategic Relations and Initiatives 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 exhibitions. 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 or related field; proven experience managing budgets and tracking expenses.

The successful candidate must have significant knowledge of marketing, advertising, digital marketing programs, and social media practices. Additionally, must have oversight knowledge of printing and production processes and timelines, as well as knowledge of the tourism industry in British Columbia.

Position is based on site at the Royal BC Museum in Victoria, BC.

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

How to Apply:

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

Please submit your resume in PDF format by April 11th, 2023 at 11:59 pm (PST) with the following subject line: Last Name, First Name, RB2023-17 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 accessible employer, please advise People and Development of any accommodations required to assist you to ensure equitable participation in this hiring process.

JOB PROFILE

Position #72100

TITLE: MARKETING MANAGER**CLASSIFICATION: AO24****SUPERVISOR TITLE: DIRECTOR, MARKETING, COMMUNICATIONS AND BUSINESS DEVELOPMENT****SUPERVISOR POSITION #: 101065****DEPARTMENT: MARKETING, COMMUNICATIONS AND 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.

DEPARTMENT OVERVIEW

The Marketing Department of the Strategic Relations and Initiatives Division 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.

JOB OVERVIEW

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; and 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 is based on site at the Royal BC Museum in Victoria, BC.

ACCOUNTABILITIES

This position develops recommendations to the Director and VP, 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 evaluation of strategic marketing programs; ensures they are managed for results and identifies areas of success and continuous improvement

Job Family:

Job Stream:

PSA Approved Date:

- Works with the Director and Executive to develop effective goals, plans and solutions to strategic business development 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

Job Family:

Job Stream:

PSA Approved Date:

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

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
- Certifies 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:

- Represents the Royal BC Museum at special events, as required, to develop relationships and to expand markets;
- Researches and reviews 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

Job Family:

Job Stream:

PSA Approved Date:

JOB REQUIREMENTS

Education:

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

Experience:

- Knowledge of marketing, advertising, and social media practices
- 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

Knowledge, Skills and Abilities:

- Strong written and oral communications, and marketing skills
- Demonstrated high level of competency in all aspects of public facing programming
- 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 trends, 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
- Successful completion of security screening requirements of the BC Public Service, which may include a criminal records check, and/or Criminal Records Review Act (CRRA) 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**).

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.

Job Family:

Job Stream:

PSA Approved Date:

- **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.

Job Family:

Job Stream:

PSA Approved Date: