

CAREER OPPORTUNITY

Sales Coordinator

Marketing, Communications and Business Development Department

Strategic Relations and Initiatives Division

Full Time - Permanent

Communications Officer CO 18

Annual Salary Range: \$62,255.85 - \$70,557.73

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, Communications and Business Development Department, within 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 merchandised services.

The Marketing, Communications and Business Development Department conducts marketing, business development, and consumer research to enhance the Royal BC Museum profile with internal and external stakeholders and to increase awareness, understanding, support and participation in the Royal BC Museum's programs, exhibits, research initiatives and archival services.

Under the general guidance of, and in consultation with the Marketing and Sales Manager, the Sales Coordinator plans, develops and implements a variety of sales and marketing programs and campaigns to communicate the depth and breadth of Royal BC Museum products, programs, and features specifically of interest to the tourism trade industry. In addition, the position ensures dynamic and mutually beneficial relationships are maintained with the tourism industry and local business partners through development of promotions and partner programs and the timely execution of program, project plans, and commitments made under partner agreements.

The objective of these activities is to drive additional revenues, increase awareness of Royal BC Museum's offerings by target markets; increase attendance at the Organization; foster positive sales and marketing partnerships and create effective information tools and programs for groups and FIT (Frequent Individual Travellers). The work requires liaising with Royal BC Museum Executive, other department representatives and volunteers and an understanding of Royal BC Museum strategic and program objectives, as well as proactive communication with representatives of the tourism industry, a wide variety of marketing partners, community representatives and business affiliates.

The successful candidate requires completion of certificate/diploma program OR, significant completion towards an undergraduate degree in marketing, communications or public relations. The applicant will also need to have a minimum of 2 years' experience as a sales person, preferably within a tourism environment, as well as experience tracking budgets.

Before you apply for this position, you must meet the eligibility requirements. To be eligible to work in Canada, you must be a Canadian citizen or permanent resident of Canada or authorized in writing to work in Canada under the federal Immigration Act. Eligibility to work in Canada is granted through citizenship, permanent resident status, or a work permit.

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 Thursday, August 31st, 2023 at 11:59 pm (PST) with the following subject line: Last Name, First Name, RB2023 - 52 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 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 # 47182

TITLE: SALES COORDINATOR**CLASSIFICATION: Co 18****SUPERVISOR TITLE: MARKETING AND SALES MANAGER****SUPERVISOR POSITION #: 101065****DEPARTMENT: MARKETING, COMMUNICATIONS AND BUSINESS DEVELOPMENT****DIVISION: STRATEGIC RELATIONS AND INITIATIVES**

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, Sales and Business Development department, within 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.

INSTITUTIONAL RESPONSIBILITIES

- Support the Museum's mission, vision, values and core commitment to being user-centred, supporting indigenous voices, and embedding institutional relevancy for the future.
- Contribute to and support the Museum's strategic plan, annual priorities and institutional initiatives such as diversity advancement.
- Contribute to a positive organizational culture based on mutual respect, a spirit of collegiality, cooperation and openness to many perspectives.
- Participate in a culture of ongoing learning, collaboration, innovation, creativity and community engagement.
- Promote the museum's positive response to UNDRIP, TRC, DRIPA and the Task Force Report..

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Job Family:

Job Stream:

PSA Approved Date:

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

- **Royal BC Museum Executive:** to provide recommendations on initiatives to promote the Organization
- **Industry and Stakeholder Organizations** such as the BC tourism industry and special interest groups: to identify sales opportunities.
- **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.
- **Marketing and Tourism Partners:** sales and business partners identified through the Marketing & Communications branch, involving promotions and packaging.

ACCOUNTABILITIES

This position develops recommendations to the Marketing and Sales Manager, acts proactively and makes independent decisions; implements and coordinates sales strategies, member and tourism revenue generation opportunities; and identifies potential sales and marketing partnership opportunities for the Royal BC Museum Organization. This position responds to partner requests and ensures all sales commitments made on behalf of the Organization are met.

Sales and Tourism Partners:

- Identifies potential tourism partner sales opportunities, develops presentations and maintains ongoing relationships
- Represents the Royal BC Museum at special events (e.g. domestic conventions and tour operator conferences and potentially in the US market) and promotes opportunities, develops relationships and agreements and expands markets;
- Conducts sales calls to expand markets and to establish new partnerships to bring visitors to the Royal BC Museum (e.g. bus tours, cruise ship visitors, etc) to increase revenue
- 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

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- In support of the sales function (whole and retail product) for the Royal BC Museum, initiates contact with potential business and tourism partners and sponsors and conducts or participates in meetings
- Carries out and ensures the Organization meets its obligations under sales agreements negotiated by the Marketing and Sales Manager, Director of Marketing, Sales and Business Development, VP of Strategic Initiatives or the CEO, and approved by Marketing and Sales Manager including the provision of certain benefits
- Coordinates approaches, offers and negotiations with business and tourism partners initiated separately by various senior staff and board members
- Develops and maintains internal project tracking systems that ensure tourism partnership commitments are fulfilled and/or administered according to established timelines and agreements
- Informs senior staff about potential marketing issues or actual concerns related to partnerships
- Informs staff who are in direct contact with the tourism partners, about sales and marketing activities, procedural changes with regards to new promotions etc.

Sales Marketing:

- Identifies opportunities and develops plans for cooperative and cross-marketing initiatives with similar regional and national organizations and with businesses, tourism, recreation and education institutions for approval by the Manager, and then implements those programs
- Manages print materials for sales including production and distribution of collateral and promotional materials, tracking inventory, estimating print quantity, proofreading, approvals and obtaining sign-off
- Represents the Royal BC Museum at meetings of related/partner organizations
- Responds to unsolicited contact by advertising salespeople where it relates to Sales and evaluates proposals making decisions regarding response or re-direction.

Supervision

- Directs the work of Marketing & Sales volunteers
- Provides functional direction to other staff related to sales activities

Budget / Contract Management

- Responsible for tracking budget for tourism and industry sales and promotions. These budgets include full accountability for planning, allocating, purchasing and tracking budget
- Certify satisfactory contract performance, for release of payment and sign off by the Manager, using discretion to determine if results have been achieved
- Prepares and manages contracts with outside vendors. Prepares letters of agreement where needed.

Other Related Duties

- Coordinates approaches, offers and negotiations with marketing and tourism partners initiated separately by various senior staff and board members

Job Family:

Job Stream:

PSA Approved Date:

- Implements marketing initiatives throughout the province with various target groups to meet partnership and sponsorship commitments, maintain relationships and facilitate economic impact
- Provides back-up support when Marketing and Sales Manager and/or Membership & Marketing Coordinator are away.

FINANCIAL RESPONSIBILITY

Supports Marketing and Sales Manager in tracking budget.

JOB REQUIREMENTS

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

Education/Experience

- Completion of certificate/diploma program, or significant completion toward an undergraduate degree in marketing, communications, or public relations
- 2+ years effectiveness as a sales person, preferably within in a tourism organization/environment
- Experience tracking budgets

Knowledge

- Knowledge of marketing, advertising, and public relations theory and practice
- Knowledge of printing and production processes and timelines
- Understanding of tourism fundamentals (especially as related to Victoria market)
- Understanding of the tourism trade wholesale market

Skills/Abilities

- Strong written and oral communications, and marketing and skills and experience
- Demonstrated high level of competency in all aspects of customer service
- Proven track record of successful sales initiatives
- Demonstrated ability to establish and maintain effective working relationships both within and outside the Royal BC Museum, and to work well with others in a team situation
- 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 including PowerPoint

Job Family:

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PSA Approved Date:

BEHAVIOURAL COMPETENCIES

- **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.
- **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** 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.
- **Organizational Awareness** 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 long-range visions and concepts to daily work, ranging from a simple understanding to a sophisticated awareness of the impact of the world at large on strategies and on choices.
- **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.

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