

CAREER OPPORTUNITY

Digital Marketing and Social Media Specialist

Strategic Relations and Initiatives Division

Marketing, Communications and Business Development Department

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, 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.

Under the general guidance of, and in consultation with, the Corporate Communications Manager and the Director of Marketing, Communications and Business Development, the Digital Marketing and Social Media Specialist responsible for creating and distributing relevant and consistent content to attract and engage target audiences, with the objective of driving profitable customer action. The position liaises with all members of the marketing team, the communications specialist, the digital team and external vendors, creating relationships and designing engaging programs to increase conversions to ticketed museum programs and raise awareness of the Royal BC Museum's brand.

The objective of these activities is to increase revenues; increase awareness of the Royal BC Museum's mandate and responsibilities as a Crown Corporation; increase awareness of its offerings to specific target audiences; and increase attendance to the museum and archives. The work may require liaising with the Royal BC Museum's Executive, other departments, the media and volunteers. The incumbent will possess an in-depth understanding of the Royal BC Museum's strategic priorities and program objectives and will use this knowledge to proactively carry out the duties of the position.

The successful candidate requires Post-secondary education in either marketing, communications, computer science or a related field (an equivalent combination of education and minimum 3 years' experience may be considered in lieu of a post-secondary degree). The successful candidate will have experience planning, implementing and reporting on digital marketing programs that include competitor analysis, benchmarking, user persona creation and user journey mapping, experience planning and developing content for social media, experience handling budgets/projections and reporting results and experience with WordPress and Drupal (experience in Adobe Creative Suite, including Illustrator, Photoshop and InDesign is an asset).

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 - 53 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 # 116990

TITLE: DIGITAL MARKETING AND SOCIAL MEDIA SPECIALIST**CLASSIFICATION: CO 18****SUPERVISOR TITLE: CORPORATE COMMUNICATIONS MANAGER****SUPERVISOR POSITION #: 72100****DEPARTMENT: MARKETING, COMMUNICATIONS AND BUSINESS DEVELOPMENT DEPARTMENT****DIVISION: STRATEGIC RELATIONS AND INITIATIVES DIVISION**

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.
- Promote the museum's commitment to UNDRIP, the TRC recommendations, and DRIPA.
- Contribute to and support the Museum's strategic plan, and annual and long-term institutional priorities such as our commitment to equity, diversity, inclusion and accessibility.
- 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.

JOB OVERVIEW

Under the general guidance of, and in consultation with, the Corporate Communications Manager and the Director of Marketing, Communications and Business Development, the Digital Marketing and Social Media Specialist is responsible for creating and distributing relevant and consistent content to attract and engage target audiences, with the objective of driving profitable customer action. The position liaises with all members of the marketing team, the communications specialist, the digital team and external vendors, creating relationships and designing engaging programs to increase conversions to ticketed museum programs and raise awareness of the Royal BC Museum's brand.

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ACCOUNTABILITIES

Job Family:

Job Stream:

PSA Approved Date:

This position develops recommendations, works proactively, makes independent decisions and implements and coordinates content marketing initiatives for the Royal BC Museum. This role requires a brand publisher mindset: create the content our audience is looking for, then optimize the path to conversion.

Provides a full range of services:

- Plans and executes a balanced (organic) content strategy while simultaneously managing multiple (paid) digital campaigns.
- Takes accountability for the look and feel of the marketing face(s) of the corporate websites and for the integration of digital marketing activities;
- Manages the planning, implementation and monitoring of all paid digital campaigns;
- Takes accountability for all content marketing initiatives to drive traffic, engagement, and leads that deliver sales and visitor retention.
- Collaborates across functions and departments to deliver an effective content marketing strategy and editorial plan to meet business objectives;
- Implements Search Engine Optimization (SEO), content categorization and structure, content development, distribution and measurement in all projects;
- Adheres to editorial and brand guidelines so content is consistent with the museum's brand voice, style and tone, and collaborates with marketing teammates to maintain a consistent brand voice and message across all paid platforms;
- Develops an understanding of organization workflows to manage impact on colleagues;
- Manages digital content hubs and integration, together with the Communications Specialist, to support the museum's social channels. The incumbent must understand best practices of key social media channels, which content and approaches work on each, and why;
- Measures and optimizes content marketing activities on a regular, ongoing basis;
- Understands and works with the marketing team to ensure integration of content programs with brand campaigns to drive demand;
- Develops and executes customized digital marketing and communications efforts that address sales, marketing and lead-nurturing goals;
- Researches and tests partnerships with new vendors to expand the museum's reach or lower cost-per-acquisition;
- Collaborates with marketing teammates to maintain a consistent brand voice and message across all paid platforms;
- Crafts landing pages and lead generation forms for our content to distribute through relevant programs;
- Organizes and prioritizes projects with cross-functional teams for social media, Search Engine Optimization (SEO), Search Engine Marketing (SEM), email, and content creation;
- Makes suggestions to improve existing website content; implements approved changes (for assigned pages); recommends changes on pages to which this position has no direct control over;
- Sets and meets project timelines and milestones;
- Manages database segmentation to accurately target audiences;
- Recommends and implements new ideas and innovations to improve each digital channel's performance;

Job Family:

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PSA Approved Date:

- Stays up-to-date with digital marketing communications trends, potential new channels and strategies, including updates to social media marketing, attribution and programmatic media buying;
- Plans and develops, including creative writing and design content;
- Collects, analyzes and interprets data from a variety of sources, including Google Analytics, social channels, and email marketing programs;
- Carries out research, analyzes data, and prepares reports that support effective and strategic decision-making.
- Grows our subscriber base by providing regular, helpful content that's aligned with audience needs and interests;
- Collaborates with Royal BC Museum staff to produce relevant content that meets the needs of both key stakeholders and our varied audiences;
- Writes or edits reports and plans as required;
- Assist all members of the marketing communications team and others, who will rely on your work every single day.
- Provides leadership and guidance to volunteers who support the Marketing, Communications and Business Development department;
- Other duties, as required.

Other related duties:

- Other related duties may be assigned which will only be determined and/or described when they arise and which are expected to require a degree of flexibility and the ability to manage and refocus priorities.

JOB REQUIREMENTS

Experience, Education and Training Requirements (Screening Criteria)

- Post-secondary education in marketing, communications, computer science or a related field; an equivalent combination of education and experience (minimum three years) may be considered in lieu of a post-secondary degree;
- Experience planning, implementing and reporting on digital marketing programs that include competitor analysis, benchmarking, user personal creation and user journey mapping;
- Experience planning and developing content for social media;
- Experience with WordPress and Drupal;
- Experience handling budgets and projections and reporting results;
- Experience with Adobe Creative Suite, including Illustrator, Photoshop and InDesign, is an asset.

Essential Knowledge (Assessment Criteria)

- In-depth knowledge of digital advertising tools, including Google Ads, Facebook Ads Manager and platform-specific tools;
- Strong knowledge of Google Analytics and creating customized reports;

Job Family:

Job Stream:

PSA Approved Date:

- Strong knowledge of social media platform management including Twitter, Facebook, Instagram, YouTube, LinkedIn, and others.

Essential Skills and Abilities (Assessment Criteria)

- Excellent communicator with the ability to influence;
- Excellent interpersonal skills;
- Ability to liaise with media, clients and staff at all levels;
- Project management skills, including an understanding of how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of results in the form of engagement, leads and sales;
- High proficiency with best practices for Search Engine Optimization SEO, social media, email marketing, and content marketing;
- Keen organization skills;
- Ability to multi-task with precise attention to detail;
- Website management skills, including understanding of writing for social media and web;
- Demonstrated ability to meet deadlines and work under pressure (this position will occasionally be required to conduct some work outside standard office hours);
- Ability to maintain an effective records management/filing system following established ARCS/ORCS guidelines, an asset.

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.

Job Family:

Job Stream:

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