

CAREER OPPORTUNITY

IMAX Sales and Membership Coordinator
Front Office, Events and Retail
Corporate Services Division

Full Time, Permanent

Clerk 15

Annual Salary Range: \$59,015.56 - \$66,749.47

The Royal BC Museum, which includes BC Archives and IMAX® Victoria, is one of the oldest continually operating museums in Canada. A cultural centre of learning and research, it strives to broaden our understanding of British Columbia through collections, exhibits, outreach and community engagement. The museum celebrates the province's diverse landscapes and the lives of the people who live here, enables research and knowledge sharing that advances our understanding of our world, and provides a dynamic place for discussion and reflection. IMAX® Victoria delivers educational and entertaining experiences that accompany the learning journey the museum offers.

The Royal BC Museum is located on the territory of the *ləkwəŋən* (Lekwungen) peoples, known today as the Songhees and Esquimalt Nations.

IMAX® Victoria offers immersive cinematic experiences through educational documentaries and Hollywood feature films, working in tandem with the Royal BC Museum to deliver inspiring and engaging programs and events.

Front of House includes management of a Theatre, Concession Stand, Gift Shop and Box Office. Our Front of House team is responsible for delivering a professional, inclusive and engaging experience for all visitors including general public, schools, government officials, cultural groups and community partners.

The Sales and Membership Coordinator is responsible for three core areas of business within IMAX® Victoria at The Royal BC Museum. Sales, Memberships and Marketing Coordination.

Management of the annual membership program includes planning and implementing member events, member communication and engagement, developing and coordinating campaigns that support the strategic plan of the membership program. The position also coordinates all IMAX® film marketing materials through administration and distribution of assets across departments.

We are looking for a Sales and Membership Coordinator who brings passion, energy, and expertise to our team. The ideal candidate will have 2 years of experience in the tourism industry, and preference may be awarded to candidates who have pursued post-secondary education in marketing, or business administration. Confidence with event planning and public speaking, and expertise with customer relations will allow the successful candidate to excel in this high-paced, industry centered role. If you meet these criteria, we invite you review the job profile in detail; if the role continues to interest you, we encourage you to apply and contribute your expertise to our dynamic team.

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 July 21, 2024 at 11:59 pm (PST) with the following subject line: Last Name, First Name, RB2024-27 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 Peoples (Songhees and Esquimalt 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 #126057

TITLE: IMAX SALES AND MEMBERSHIP COORDINATOR**CLASSIFICATION: CLERK 15****SUPERVISOR TITLE: DIRECTOR, THEATRE AND BOX OFFICE****SUPERVISOR POSITION #: 126056****DEPARTMENT: FRONT OFFICE, EVENTS AND RETAIL**

CONTEXT

The Royal BC Museum, which includes the provincial archives and IMAX® Victoria, is one of the oldest continually operating museums in Canada. A cultural centre of learning and research, it strives to broaden our understanding of British Columbia through collections, exhibits, outreach and community engagement. Through community collaboration, the museum works to share the stories of BC and provides a dynamic space for discussion and reflection.

Located in Victoria on the territory of the *ləkwəŋən* (Lekwungen) peoples, known today as the Songhees and Esquimalt Nations, the RBCM cares for more than 7 million objects, belongings, specimens, and millions of significant government documents and records; substantial photographic, audio and video collections; artworks; and an extensive library of publications. IMAX® Victoria delivers educational and entertaining experiences that accompany the learning journey the museum offers.

The museum is also building PARC Campus—the provincial archives, research and collections building in Colwood, BC. Majority of the province's collections and archives will move to the new building, except for the Indigenous collection which will remain at the downtown site where repatriation and community consultation will continue to guide the future of the collections. During this complex process of reimagining, not only of the future of the museum's physical presence and facilities but also of its responsibilities to the public, our team is undergoing organizational changes as well. As we go through this transformational phase, our organization strives to adhere to a standard of conduct that prioritizes inclusivity and accessibility, and continues to value curiosity and innovation.

DEPARTMENT OVERVIEW

IMAX® Victoria offers immersive cinematic experiences through educational documentaries and Hollywood feature films, working in tandem with the Royal BC Museum to deliver inspiring and engaging programs and events.

IMAX® Victoria is responsible for the design and delivery of an annual film program that supports the RBCM mandate and corporate revenue targets. This includes educational documentaries, feature films, annual film festival, private theatre events and supporting local Canadian filmmakers.

Front of House includes management of a Theatre, Concession Stand, Gift Shop and Box Office. Our Front of House team is responsible for delivering a professional, inclusive and engaging experience for all visitors including general public, schools, government officials, cultural groups and community partners.

JOB OVERVIEW

The IMAX Sales and Membership Coordinator is responsible for three core areas of business within IMAX® Victoria at The Royal BC Museum. Sales, Memberships and Marketing Coordination.

Management of the annual membership program includes planning and implementing member events, member communication and engagement, developing and coordinating campaigns that support the strategic plan of the membership program.

The position is responsible for increasing awareness of the theatre and it's programming within the local and tourism markets through the development of sales campaigns and promotions. The position also coordinates all IMAX® film marketing materials through administration and distribution of assets across departments.

ACCOUNTABILITIES

Sales

- Builds a robust annual membership strategy that includes, digital, print and on-site marketing campaigns.
- Develops and implements sales plans to promote IMAX® Victoria experience and/or new films with key contacts in the local market and tourism sector.
- Manages and coordinates IMAX® Victoria voucher program. Promoting theatre's offering to community groups with a focus on the educational market.
- Develops and coordinates special event film campaigns, monitors performance and reports on ROI.
- Writes and prepares content for promotions (and communications which may be implemented by the communications department).
- Represents the theatre at industry trade shows and networking events. Be a contributing member of the local tourism community. Maintain relationships with destination marketing organizations, hotels and other attractions.

Memberships

- Acts as the first point of contact for member enquiries from the general public regarding memberships.
- Manages IMAX Events inbox, communicating with relevant departments on actionable items where appropriate.
- Maintains IMAX® Victoria membership database and communication. This involves running reports on email marketing effectiveness and implementing new engagement strategies.
- Coordinates the production and distribution of IMAX® Victoria Annual Passholder e-newsletter. Detailing upcoming films, special events, membership benefits and important updates relating to the theatre.
- Plans and executes member events, which can include virtual and in-person audience discussions. This involves registration, guest speaker preparation, technical tests with projection team, hosting as MC of the event, collaborating with digital marketing and social media specialist on content, pre and post event.

Job Family:

Job Stream: n/a

PSA Approved Date:

- Ensures service standards are met when communicating information on memberships. Training Box Office staff and volunteers on membership program when required.

Marketing Coordination

- Coordinates IMAX® film creative assets, including production and distribution of collateral and promotional materials, tracking inventory, estimating print quantity, proofreading creative for approval.
- Coordinates activity between website, social channels, ticketing platform, ensuring information and image content is up to date and accurate.
- Ensures all on-site materials and digital screens are up to date and accurate.
- Manages film distributor media toolkits providing direction on materials to the relevant departments.
- Provides direction on IMAX® Victoria social media calendar to the Digital Marketing and Social Media Specialist.

Operations

- Supports front of house operations during busy periods.

JOB REQUIREMENTS

Education and Experience:

- Secondary school graduation or equivalent (Evergreen or GED);
- 2 years' experience in tourism or related field.

Preference may be given to applicants with one or more of the following:

- A certificate, diploma, or degree in business administration or marketing;
- 3 years or more direct experience in marketing and/or sales;
- 3 years or more experience in tourism sector customer relations;
- 3 years or more experience with event planning, coordination and implementation.

PROVISO:

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 organization (**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: n/a

PSA Approved Date:

Knowledge, Skills and Abilities

- Knowledge of membership and/or affinity programs, theory and practice.
- Knowledge of email marketing tools and platforms.
- Knowledge of production schedule processes and timelines.
- Strong computer literacy and proficiency with Microsoft Office Suite.
- Strong verbal and written communication skills.
- Ability to find creative solutions and develop ideas.
- Ability to establish and maintain working relationships, both internal and external to The Royal BC Museum.
- Ability to maintain a high attention to detail when multitasking projects.
- Ability to remain organized when managing multiple tight deadlines.
- Ability and aptitude to be able to MC in-person events. Confident public speaker.
- Demonstrated high level of competency in all aspects of customer service.

BEHAVIOURAL COMPETENCIES

- **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.
- **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.
- **Planning, organizing and coordinating** - Planning, organizing and coordinating involves proactively planning, establishing priorities and allocating resources.
- **Teamwork and Cooperation** - is the ability to work co-operatively within diverse teams, work groups and across the organization to achieve group and organizational skills.
- **Initiative** involves identifying a problem, obstacle or opportunity and taking appropriate action to address current or future problems or opportunities. As such, initiative can be seen in the context of proactively doing things and not simply thinking about future actions.

Job Family:

Job Stream: n/a

PSA Approved Date: