

The **Royal BC Museum** sits on the Traditional Territory of the Lekwungen (Songhees) and Xwsepsum (Esquimalt) Peoples. The museum and archives explore the province's human history and natural history, advances new knowledge and understanding of BC, and provides a dynamic forum for discussion and a place for reflection. The Royal BC Museum celebrates culture and history, telling the stories of BC in ways that enlighten, stimulate and inspire. The museum is a hub of community connections in BC.

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

As an inclusive and accessible employer please advise Human Resources if any accommodations are required to assist you to ensure equitable participation in this hiring process.



CAREER OPPORTUNITY

Content Marketer

Salary: \$ 56,032- \$63,565

Royal British Columbia Museum

Are you a fluent, early and discerning adopter of tech, someone who has always known how to employ the best digital marketing tools to grab potential customers' attention? Are you a savvy communicator who knows how to create memorable, valuable content for a number of diverse audiences? Do you frequently geek out on BC history? If this sounds like you, you could belong on our team.

Under the general guidance of, and in consultation with, the Corporate Communications Manager, the Content Marketer creates and distributes valuable, consistent and relevant online content, attracting and engaging with the museum's well-defined audiences, compelling them to act.

The Content Marketer liaises with a number of Royal BC Museum staff members and suppliers to plan and execute digital marketing campaigns with measurable (and impressive) conversion rates. The incumbent will possess a deep comprehension of the Royal BC Museum's strategic priorities and program objectives, and will use this knowledge as the basis for researching and designing innovative campaigns—primarily online—that increase attendance figures and revenues for the Royal BC Museum and promote its brand to specific target audiences.

Along with formal education in marketing or computer science (or the equivalent combination of education and experience), you have exceptional verbal and written communication skills—particularly the ability to write for the web and social media. You also know how to communicate visually, selecting the most appropriate imagery to tell compelling stories. You approach each task with a hardwired knowledge of industry best practices and have a deep understanding of traditional media, social media and digital marketing with a proficiency using Google Ads. Understanding campaign results and learning how to constantly improve are important skills for this position, so the incumbent must also know how to crack open results from Google Analytics to make meaningful adjustments to campaigns.

You are a creative and nimble thinker who just might be a museum nerd. You are enthusiastic about learning—not only about BC's natural history and human history, but about marketing industry breakthroughs that can aid the goals of the Royal BC Museum. Perhaps most importantly, you are passionate about telling stories, no matter what medium we put in front of you. You possess a high degree of flexibility, the ability to manage and refocus priorities and be willing to travel and work flexible hours/days as required.

We offer an attractive compensation package, training and development opportunities, a fabulous location and the chance to work in an organization passionate about preserving, protecting and sharing BC with the world.

Please visit [Employment | Royal BC Museum and Archives | Victoria, BC, Canada](#) and refer to the full job description and selection criteria to ensure

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your application addresses the areas we will be looking at when assessing suitability for this opportunity.

This position is will be required to work onsite in Victoria, BC.

An eligibility list may be established for similar permanent and temporary positions over the next 12 months.

Please submit your application in pdf format by 11:59 pm (PT), October 27, 2021 quoting competition RB2021:31 via email to: humanresources@royalbcmuseum.bc.ca

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

POSITION DESCRIPTION

Royal BC Museum

POSITION TITLE:	Content Marketer	POSITION NUMBER(S):	116990
DIVISION:	Museum Operations		
DEPARTMENT:	Marketing, Communications and Business Development	UNIT	Communications
SUPERVISOR'S TITLE:	Corporate Communications Manager	POSITION NUMBER	72100
SUPERVISOR'S CLASSIFICATION:	Communications Officer 24	PHONE NUMBER:	
FOR AGENCY USE ONLY		NOC CODE:	
APPROVED CLASSIFICATION:	Communications Officer 18	CLASS CODE:	
APPROVED BY:	BCPSA	PHONE NUMBER:	

ORGANIZATION OVERVIEW

The Royal BC Museum is one of Canada's great cultural treasures. Our collections, research and presentations enable us to tell the stories of BC in ways that enlighten, stimulate and inspire. By exploring our human history and natural history, the Royal BC Museum advances new knowledge and understanding of BC, and provides for a dynamic forum for discussion and a place for reflection.

We have 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 and learning, we strive to broaden understanding about our province and inspire curiosity and wonder. We are passionate about sharing British Columbia's story with the millions of visitors who walk through our doors and explore our website each year.

DEPARTMENT OVERVIEW

The Marketing, Communications and Business Development department delivers marketing campaigns, provides communications services, develops business opportunities, manages a membership program and conducts sales and consumer research. The department undertakes this work to enhance the Royal BC Museum's profile in the community and with internal and external stakeholders, and to increase attendance, participation, awareness, understanding and support of the Royal BC Museum's programs, exhibitions, research initiatives, archival services and commercial services.

PURPOSE OF POSITION

Under the general guidance of, and in consultation with, the Corporate Communications Manager and the Head of Marketing, Communications and Business Development, the Content Marketer 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.

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.

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.

SPECIFIC ACCOUNTABILITIES / DELIVERABLES

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 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, SEO, 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;
- 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.

FINANCIAL RESPONSIBILITY

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DIRECT SUPERVISION (i.e., responsibility for signing the employee appraisal form)

Role	# of Regular FTE’s	# of Auxiliary FTE’s
Directly supervises staff		
Supervises staff through subordinate supervisors		

PROJECT /TEAM LEADERSHIP OR TRAINING (Check the appropriate boxes)

Role	# of FTE's	Role	# of FTE's
Supervises students or volunteers <input checked="" type="checkbox"/>	1-5	Provides formal training to other staff <input type="checkbox"/>	
Lead project teams <input type="checkbox"/>		Assigns, monitors and examines the work of staff <input type="checkbox"/>	

TOOLS / EQUIPMENT

VALUES – Every employee is expected to demonstrate the following values during the course of their work

Accountability, Community, Creativity, Diversity, Partnership, Service

WORKING CONDITIONS

The Royal BC Museum is open every day of the year, except Christmas Day and New Year’s Day. As a result, work schedules vary for every department. The majority of full time union employees are on a ‘flexible schedule’ where employees schedule their work based on operational requirements for a total of 70 hours each bi-weekly period and at no more than 10 hours per day. This position is will be required to work onsite in Victoria, BC

INCUMBENT

NAME:	DATE:	I have read and understand this job description
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EXCLUDED MANAGER AUTHORIZATION

I confirm that:

1. the accountabilities / deliverables were assigned to this position effective: October 13, 2021.
2. the information in this position description reflects the actual work performed.
3. a copy has / will be provided to the incumbent(s).

NAME: Tracey Drake, A/Head of Marketing and Business Development	SIGNATURE:	DATE:
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SELECTION CRITERIA

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;
- 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 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 (Assessment Criteria)

- Service Orientation;
- Results Orientation;
- Teamwork and Cooperation;
- Organization Awareness.

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 Royal BC Museum (Note: It is important that you read the job posting carefully to understand the specific security screening requirements pertaining to the position).