

JOB TITLE: Marketing & Events Coordinator
LOCATION: Daly House Museum, Brandon, Manitoba
START DATE: May 17, 2022
END DATE: March 31, 2023
LANGUAGE(S) OF WORK: English (A second language would be an asset)
WAGE: \$17.00/hour
HOURS: 30 hours/ week, including some evenings, Saturdays and/or Sundays

DALY HOUSE MUSEUM VISION STATEMENT

Inspiring enthusiasm about our community's heritage and culture

Daly House Museum is in a process of growth and renewal. We are seeking an enthusiastic, dedicated, and well-organized Marketing and Events Coordinator to join us to organize, manage, and promote our programs, events, exhibits, and garden to the local community. We are seeking a bright, engaging voice for the Museum who loves teamwork, interacting with the public and partners, in a fun filled, collaborative Museum environment. The ideal candidate will be able to creatively envision and deliver a new audience program for the Daly House and expand our influence and value to the community through marketing and engagement.

Marketing & Audience Development Duties

- Grow and engage our visitors and other audience members through effective management of public relations and communication strategies, with an emphasis on digital and online platforms.
- Coordinate audience evaluation initiatives to determine effective marketing strategies and assist in the planning of an Audience Development Plan for the Museum
- Promote donor, member, and/or volunteer contributions and opportunities within the community
- Build meaningful relationships in the community including local hospitality and other business relationships to encourage visitors, donors, members, and/or volunteers
- Develop new donor, member, and/or volunteer recognition and behind the scenes events
- Responsible for updating and distributing our marketing materials, such as posters, rack cards, banners, flyers etc.

Marketing & Publicity Duties

- Work with staff, members, and volunteers on the formation of story pitches, branding and advertising for print and online marketing
- Maintaining and updating the museum's website and online platforms including posting museum events and scheduling and posting content for social media and website.
- Assist representing the museum to community organizations such as galleries, senior centers, colleges, universities, non-profits, media business, and tourism, historical, cultural, and governmental organizations as part of an outreach strategy and communications plan, with a goal of building relationships to increase awareness of and visitors to the museum.
- Enhance access, vicinity, and awareness of the Museum and Archives through event coordination, the development of promotional materials, and active involvement in community outreach events.

Museum Events & Program Duties

- Assist in the development and delivery of public programs and events to attract a diverse variety of visitors
- Develop outreach strategies to increase attendance for events and boost donor and/or member numbers by upselling at events
- Plan, organize, and deliver special events, including booking, scheduling, and other details such as invitations, publicity, set-up and breakdown, food, beverage, and entertainment for fundraising, member and volunteer appreciation events, and garden rentals.
- Assist in the development and management of events and marketing budgets
- Assist in the promotion of the Victorian Garden as a rental venue
- Undertake research related to events and demographics, and propose such events to the Museum Leadership Team.
- Analyze event data and audience trends to reach annual audience goals

Experience, Qualifications and Skills

- Post-secondary degree, diploma or certificate in Communications, Marketing, Business, Museum Studies, Tourism, Hospitality, Management, Recreation and Leisure, or Event Planning
- A minimum of three years' experience working or volunteering in Museums, Galleries, Heritage Sites, Tourism, Recreation, Education, and/or Hospitality sectors.
- Excellent written and spoken communication skills; confident public speaking skills
- Well-organized, with excellent time management skills
- Demonstrated knowledge of computer software, including presentation software, and desktop design and publishing programs.
- Proficiency with multi-media online platforms
- Photography and videography skills an asset
- Experience in audience development, engagement, and retention an asset
- Special Event and Programming experience preferred
- Drivers' Licenses and access to a vehicle is required
- Criminal record check required

Position Details

- 30 hours per week, with some flexibility in scheduling: will include occasional evenings and weekends
- Professional and creative development opportunities as part of working hours
- Culturally safe working environment with diversity and inclusivity as core values
- Freedom to be creative and forward-thinking as a member of a friendly, inclusive team

To Apply

Please email a resume and cover letter in PDF format only by 5:00 pm Saturday April 30, 2022 to:

Eileen Trott, Curator
 Daly House Museum
 122-18th Street, Brandon, MB R7A 5A4
 OR: email to dalymuseum@wcgwave.ca

We thank all applicants, but only those selected for an interview will be contacted