



Maritime Museum of BC

Temporary Employment Opportunity – Funding Dependent

Position: Marketing Assistant

Term: May 9 to August 26, 2016

Hours: 35 hrs/ week

Salary: \$14/ hr

Number of Positions: 1

The Maritime Museum of BC is seeking a post-secondary student for a temporary summer position to work closely with the Museum's staff on marketing and communication strategies. The Museum collection represents a rich link to the province's nautical and industrial roots. The Museum cares for over 35,000 unique artifacts, in excess of 40,000 historical photographs, a collection of 35,000 ships' plans, and an internationally recognized chart collection. As well, the Museum also runs popular outreach programs featuring such topics as women at sea, shipwrecks, HBC and Fort Victoria, Captain Cook and the Age of Discovery, First Nations use of the sea, navigation, rum running, and lighthouses.

The Marketing Assistant will be a public face for the Maritime Museum. The successful candidate will be responsible for encouraging public engagement by advertising our summer programs and exhibits both at our public location in downtown Victoria and the cruise ship terminals at Ogden Point. They will assist with tours at our downtown location and will help Museum staff with online engagement through the website and social media platforms. In addition to these duties, the successful candidate will research marketing strategies and will analyze visitor statistics gathered over the course of the summer, in order to produce a final report of recommendations at the end of the term.

Duties

- Work directly with the public to drive public engagement
- Assess and evaluate current marketing and communications strategies
- Track web and social media analytics to ensure targeted reach is being met
- Produce final report of recommendations

Skills and Qualifications

- Skilled and enthusiastic communicator
- Ability to work closely as a team
- Ability to undertake detailed tasks and follow direction
- Basic understanding of marketing and communication strategies
- Ability to work independently when required
- Ability to carry about detailed assignments
- Ability to supervise and direct program participants



- Basic knowledge of Canadian and BC History
- Availability for weekday and weekend as required

Eligibility

Candidates must meet the following criteria:

- be between 15 and 30 years of age at the start of the employment;
- have been registered as full-time students in the previous academic year and intend to return to school on a full-time basis in the next academic year;
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act²; and,
- be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

Candidates who identify with the Government of Canada's job equity groups (i.e., women, persons with disabilities, visible minorities, and Aboriginal peoples) are encouraged to apply.

Please apply with resume and cover letter to Brittany Vis, Archivist, by email at archives@mmbc.bc.ca, or by mail to 634 Humboldt St., Victoria, BC, V8W 1A6

Applications are due April 15, 2016.