

Job Description:

Outreach Coordinator

Opportunity

The Chinese Canadian Museum Society of British Columbia is a newly formed not-for-profit Society. Our Vision is a society inspired and transformed across generations. Our Mission is connecting to the Chinese Canadian story, addressing inclusion for all.

The Chinese Canadian Museum is proposed to take the shape of a hub-and-spoke network of connected partners across the province. This will include sites, experiences and events of historical and contemporary significance to present the museum in the context of living culture. The main physical anchor (provincial hub) will be located in Vancouver Chinatown.

The Outreach Coordinator will support diverse communications and development functions for the new Chinese Canadian Museum. This position supports implementation of the museum's marketing and communications, fundraising, and membership.

Working for a newly formed not-for-profit society, the successful applicant is expected to excel in a fast-evolving environment, working effectively, independently and with minimal supervision, as well as collaborating with the museum team and external partners and stakeholders.

Accountabilities

- Develop and implement outreach strategies including communications, marketing and promotions, social media, and to support membership recruitment and retention
- Coordinate website development and maintenance
- Write, edit, and coordinate written and graphic content for the Society's social media platforms, newsletter, and other communications as needed
- Manage distribution lists and disseminate member and public communications
- Support fundraising and capital campaign, including donor management and grant applications
- Process membership applications and maintain customer relations database
- Liaise with translator to coordinate development of trilingual content in English, Traditional Chinese, and Simplified Chinese
- Ensure consistency of brand guidelines across media channels and formats

Qualifications and Skills

- Post-secondary education in Communications, Business Administration, Arts and Culture, Humanities or other related field
- Over two years of experience in a communications role, a resource development role, or a marketing environment
- Experience creating marketing and communications content in a digital environment
- Experience managing website content

- Demonstrated ability to communicate effectively with different audiences and work with diverse groups
- Attention to detail and accuracy

Preference may be given to proponents with any of the following:

- Knowledge of one or more Chinese languages
- Familiarity with the experiences and history of Chinese Canadian immigrants in British Columbia, including collaborating with Chinese Canadian communities or organizations
- Experience working in the not-for-profit sector
- Experience with graphic design software (e.g. InDesign, Photoshop) and photography is an asset
- Familiarity with customer relationship management software

Term

This position is a full-time temporary appointment for 12 months. The term of the position is subject to modification as the organizational structure of the newly established organization evolves. The role may be extended or made permanent.

Work Arrangement

This position is expected to be performed primarily virtually. Some on-site work and meetings are also required, as needed, in support of the temporary exhibition site in Vancouver Chinatown, provided physical distancing measures are allowing.

Compensation

The expected annual salary for this position is approximately \$50,000, commensurate with experience.

Application Process

Interested proponents should submit their application to Alexei Warwick at info@chinesecanadianmuseum.ca by January 28, 2021. Submissions should include the following documents:

- 1) Resume
- 2) Cover letter