

Join the RCMP Heritage Centre's Team!

Posting Title	Marketing & Communications Coordinator
Location:	The RCMP Heritage Centre
Position Details:	Full Time Position
Compensation:	\$50,000-\$65,000 annual salary (based on experience)
Hours of Work:	40 hours/week with some evenings and weekends

Organization Overview

The Royal Canadian Mounted Police (RCMP) is one of Canada's longest-standing institutions and is deeply embedded in the history and unfolding story of our country. The RCMP and its symbols – the "red serge", Mounties on horseback, and the Musical Ride – have become icons of Canadian Heritage familiar around the world.

The RCMP Heritage Centre represents a rich space for historical preservation, exploration of alternate perspectives, and the pursuit of reconciliation, and has become a major destination centre that celebrates the traditions and history of the RCMP. More recently, the RCMP Heritage Centre is embarking on an exciting new chapter of its own story by undergoing the process to become established as a national museum in Canada.

To prepare for the long path ahead, the Centre is building a team today who is bold, passionate, collaborative, and up for the challenge as we take this journey together and deliver on a vision of *Connection, Authenticity* and *Pride* for all Canadians.

Position Overview

The Marketing & Communications Coordinator plays an integral role in promoting our organization, showcasing our impact, and telling the many stories in captivating and compelling ways. As a creative communicator, you will support all RCMP Heritage Centre teams in promoting and communicating programs and services. We are looking for an energetic team player who can juggle multiple projects and adapt to the changing environment. We need someone who is flexible, open to change and willing to help us create truly exceptional marketing and communications materials.

Directed by the CEO, you will play a pivotal role in positioning the Centre positively, making community connections, and building the reputation of the Centre as a world-class cultural experience.

Responsibilities and Duties:

- Working closely with the CEO, you will be responsible for understanding the organization's strategic priorities and initiatives to develop and direct the organization's marketing and communications.
- The Marketing & Communications Coordinator will be a natural story-teller – with the ability to identify the who, what, where and why of the many programs and services the Centre offers.
- Writing and editing all communications and marketing material including (but not limited to) web content, social media content, posters, promotional items, collateral, annual reports, news releases, key messages, etc. and managing production of items (like printed posters, brochures or pull up banners), in support of the organization's strategic vision and objectives.
- Monitor and evaluate all marketing and communications activities to ensure goals are achieved, budgets are adhered to, and growth can be benchmarked and built upon.
- The position requires a candidate who understands appropriate chains of communication – understanding when and where the CEO should be consulted or should provide approval of messaging.
- This role serves a support function for all Heritage Centre teams. You will work closely with other teams (retail, programming, fund development, facility rentals etc.) to understand their areas of operation, their audiences and how to reach them, and assist with creative writing for promotional content, and donor communications, where/when needed.
- You will understand target markets communications and marketing including audiences and target markets, objectives setting, choosing the appropriate channel for the message and best-practice in cross-channel communications.
- Building and maintaining relationships with local media to obtain positive media coverage for the Centre and CEO, responding to requests in an approved, appropriate and timely manner.
- Responsibility for website updates using the content management system (CMS) and responsibility for all social media; including creating annual social media strategies and content calendars, tracking and incorporating trends, monitoring and community management, best-practice in cross-channel content delivery, and analytics and reporting.
- Taking photos, shooting and editing videos, and developing content based on the programs and services of the Centre, community events, special and donor events.
- Assistance with set up, promotion, and capturing photos and content at community and sponsored special events.
- With a combination of in-person and online events and programs, this person is responsible for technology and equipment to ensure virtual and live streaming is seamless.
- Building and maintaining a relationship with the Friends of the Mounted Police Heritage Centre (a major donor partner) to partner and support as directed by the CEO.
- You will be required, at times, to be present for or attend special events, galas, fundraisers or networking events on behalf of the RCMP Heritage Centre.

Qualifications:

- Degree in public relations, communications, marketing, journalism and/or a related professional designation or certificate.
- Minimum two years of related experience in communications and a demonstrated ability writing and editing all forms of marketing and communications materials including but not limited to;

web content, social content, newsletters, annual report content, promotional materials and advertisements, key messages, etc.

- Exceptional, creative, and persuasive English communication skills, both verbal and written.
- Bilingual fluency (English/French) will be considered an asset
- Experience leading or supporting media relations – news release writing, relationships with media, managing a news media contact database, responding to media inquiries, etc.
- Proven social media content creation and community management and customer service skills.
- Experience with Canva or a similar or related graphic design/creation program.
- Previous experience in the non-profit or cultural sector will be considered an asset.
- Experience and comfort working with social media and associated tools, such as Facebook Creator Studio and analytics dashboards. Experience with social media management tools (i.e., Sprout or Hootsuite) will be considered an asset.
- Experience placing/buying ads on social media will be considered an asset.
- Exceptional team skills and a commitment to maintaining a positive, collaborative respectful work environment are essential qualifications.
- An enthusiastic go-getter who is as positive about doing as they are about learning and growing with the organization.
- High regard for accuracy and attention to detail with excellent organizational skills and the ability to prioritize a varied and dynamic workload.
- A person of integrity; committed to upholding professional ethics and encouraging public relations best practices.

Important Notes:

- Samples of work will be requested by candidates selected for interview process
- A RCMP security check will be conducted for this position and hiring is contingent on the successful candidate passing this clearance.

Equal Opportunity Statement

We are a place for all Canadians and equal opportunity and are committed to a diverse and inclusive workplace. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, protected veteran status, sexual orientation, or gender identity.

Application Instructions (*must be followed for the application to be considered)

- Qualified applicants must be legally entitled to work in Canada or have appropriate documents permitting them to reside and work in Canada.
- Please submit your **cover letter** and **resume - saved together in one file** with **your name** and the **position title** in the file name. (example: Jane Doe Cover Letter and Resume – Marketing and Communications Coordinator.docx)
- Please submit your application, attention to Tara Robinson at info@rcmphc.com before February 28, 2022.

Thank you to all who apply. Only those selected for an interview will be contacted.