

Join the RCMP Heritage Centre's Team!

Posting Title:	Marketing & Communications Specialist
Location:	The RCMP Heritage Centre
Position Details:	Full Time Position
Compensation:	\$57,000 – \$60,000 annual salary (based on experience)
Hours of Work:	37.5 hours/week – some evenings and weekends required

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 is a non-profit dedicated to telling these Canadian stories and history.

The RCMP Heritage Centre represents a rich space for historical preservation, exploration of perspectives, and the pursuit of reconciliation, and has become a major destination 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 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 *discovery, exploration, reflection and reconciliation* for all Canadians.

Position Overview

Reporting to the Director of Admin & Operations, the marketing team is responsible for 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 two energetic team players who can juggle multiple projects and adapt to the changing environment.

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.

Duties and Responsibilities

- Working closely with the leadership team, you will be responsible for understanding the organization's strategic priorities and initiatives to develop and direct the organization's marketing and communications.
- You are a natural story-teller – with the ability to identify the who, what, where and why of the many programs and services the Centre offers.
- This role serves a support function for all Heritage Centre teams. You will work closely with all other teams (retail, visitor experience, 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.
- 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.
- Writing, editing, and designing 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).
- You should have experience and significant comfort with Canva, Facebook, Instagram, LinkedIn, website content management systems, and other web and computer applications.
- You should have experience and comfort with photography and social media video capture, editing, and posting.
- The position requires a candidate who understands appropriate chains of communication – understanding when and where the Director or CEO should be consulted or should provide approval of messaging.
- 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.
- Experience leading or supporting media relations will be required. In this role you will build and maintain relationships with local media to consistently obtain positive media coverage for the Centre and CEO, respond to requests in an approved, appropriate and timely manner, writing and sending news releases, managing a news media contact database, tracking media appearances.
- Assistance with set up, promotion, and capturing photos and content at community and sponsored special events.
- Proven social media content creation and community management and customer service skills
- 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.
- At times you may be responsible for technology and equipment to ensure virtual and live streaming for stakeholder engagement is seamless.
- 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.
- Exceptional team skills and a commitment to maintaining a positive, collaborative respectful work environment are essential qualifications.
- We are looking for enthusiastic go-getters who are as positive about doing as they are about learning and growing with the organization.

- This portfolio requires a high regard for accuracy and attention to detail with excellent organizational skills and the ability to prioritize a varied and dynamic workload.

Qualifications:

- Degree in public relations, communications, marketing, journalism and/or a related professional designation or certificate
- Must have experience and comfort working with social media and associated tools, such as Facebook Creator Studio
- Experience creating, scheduling, and publishing social media content
- Experience placing/buying ads on social media
- Must have exceptional, creative, and persuasive English communication skills, both verbal and written
- Must have experience and fluency in Canva
- Experience with Adobe Photoshop and InDesign will be considered strong assets
- Minimum two years of related experience and a demonstrated ability in marketing and communications
- Bilingual fluency (English/French) will be considered a strong asset
- Previous experience in the non-profit or cultural sector will be considered an asset.
- A person of integrity; committed to upholding professional ethics and encouraging public relations best practices

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 application to hr@rcmphc.com by August 13, 2026.

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