

## Job Description

**Title: Marketing and Communications Coordinator**

**Reports to:** Business Development Manager

**Deadline to apply: March 1, 2019**

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### **POSITION SUMMARY**

The Marketing and Communications Coordinator will help implement the museum's overall communications strategy. They will work collaboratively with the management team, staff, and volunteers to develop and implement online content and promotional materials, which will broaden the museum's impact and brand identity.

### **PRINCIPLE DUTIES & RESPONSIBILITIES**

- Support the design and implementation of the museum's marketing and communications strategy, including all advertising and promotions;
- Ensure the delivery of the online communications strategy for the museum's social media platforms;
- Support content management for the new website and social media platforms;
- Provide design support for the production of promotional materials;
- Manages the museum's website;
- Respond to online customer inquiries;
- Contribute overall staff efforts towards the development of new audiences;
- Coordinate editorial, production and distribution of the e-newsletters;
- Develop contacts with writers and solicits reviews of events and exhibitions;
- Builds and maintains relationships with the museum's publics, the community and the media, and identifies new markets and attracts new clients;
- Maintain an up-to-date database of media contacts and e-lists;
- Assist in department operations, work plans and annual budget;
- Grant writing when applicable;
- Support front-line staff with museum coverage as needed during peak times.

### **JOB SPECIFICATIONS**

*Key Competencies required by the position:*

**Creativity/Innovation** – Develop new and unique ways to improve the marketing and communications of the organization

**Relationship Building** – Build and cultivates a broad network of relationships that can be leveraged to gain support or co-operation

**Strategic Orientation** – Think strategically to developing long-term visions and objectives and understands the context and capabilities of the organization and the potential impact of change

**Innovativeness** – Create new insights, devises novel approaches and makes innovative decisions

**Impact and Influence** – Build support by involving others

***Technical Competencies:***

**Written Communication Skills** – The ability to produce effective written documents, clearly and correctly and in a style and form likely to appeal to and influence the intended audience

**Presentation Skills** – Designs and delivers presentations to diverse groups at all levels

**Second Language** – Functional in both official languages

**Certifications** – Standard First Aid

**Field of Expertise** –Business Development, Marketing, and Communications

**LEVEL OF DIRECTION RECEIVED**

The Marketing and Communications Coordinator reports directly to, takes direction from, and communicates regularly with the Business Development Manager.

**WORKING CONDITIONS**

**Physical conditions:**

Underground facility with no natural light. Sitting for long periods at a desk in front of a computer.

**Psychological conditions:**

Collaboration and working with others. Pressure to meet deadlines. Speaking in front of large groups.

**DISCLAIMER**

Because of the changing nature of work and work to be done, this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the Coordinator. The Coordinator may be asked to perform other duties as required.

If you are interested, please send your cover letter, and resume with the subject line “[Your Name] – Marketing and Communications Coordinator” to [k.eyamie@diefenbunker.ca](mailto:k.eyamie@diefenbunker.ca) by March 1, 2019.

Thank you to all applicants for their interest, only candidates selected for an interview will be contacted.

Diefenbunker, Canada’s Cold War Museum is an equal opportunity employer and welcomes diversity in our workforce.