

## Job Posting

**Title:** Marketing Manager

**Reports to:** Executive Director

**Employment Status:** Contract, 6 months with possibility of extension

**Compensation:** \$48,000 - \$53,000 annually

**Deadline:** November 6, 2020

**Location:** Ottawa, ON (Carp).

**Hours:** Full-time regular position; 37.5 hours/week Monday to Friday, including occasional evenings and weekends.

### **POSITION SUMMARY**

The Marketing Manager will develop and further enhance the Diefenbunker Museum's story, its brand identity, and digital footprint across multiple channels. The Manager will work on marketing and social media initiatives in an effort to increase overall brand awareness, interactive engagement, and positioning. This role is essential in developing effective strategies, campaigns, and executions resulting in increased revenue, attendance, awareness, engagement, and positive media placement (print, electronic and digital) for multiple museum priorities.

As an integral part of the leadership team, the Marketing Manager will design, execute, and assess the marketing and communications strategies for the Museum. The Marketing Manager must have proven success in designing and executing marketing and communications strategies and have strong knowledge and understanding of current trends in digital and social media.

### **PRINCIPLE DUTIES & RESPONSIBILITIES**

- Communicate our compelling story, vision, and key messages in order to market and promote the Museum, exhibitions, programs, services, and events to diverse audiences using appropriate methodologies and channels.
- Implement the museum's branding guidelines, communicating a clear and consistent brand for the organization;
- Manage the development, design, and production of the organization's print and digital marketing material and platforms, including our website, eblasts, e-newsletter, annual reports, and social media;
- Creatively develop and execute marketing campaigns to achieve our priorities. This includes setting and monitoring campaign effectiveness (especially for online and social media campaigns), producing timely reports, and developing contingency strategies if required. This also include optimizing online communication through segmentation and A/B testing.
- Develop and delivery content for organic and paid social across all museum platforms to ensure consistently engaging content that reflects our brand voice, resonates with target audiences, and reinforce key messages;
- Develop contacts and relationships with media, writers ,influencers, personalities, and cultural practitioners for digital content across creative disciplines;
- Pitch, book and cover interviews, write and edit press materials;
- Maintain an up-to-date database of media contacts and e-lists;
- Provides advice to Executive Director and management on strategic short and long-term direction for marketing;
- Manage department operations, work plans and annual budget.

## **QUALIFICATIONS AND SKILLS**

- Degree or diploma in business, communications, marketing, public relations, and/or related field;
- Minimum of three years of experience in Marketing, Design, and/or Communications within an historic site, art or museum institution, or relevant field in a visitor-focused environment;
- Experience at a leadership level with marketing as a storyteller, designer, journalist, or writer;
- Knowledge of diverse marketing and communications approaches and practices within museum environments;
- Strong oral and written communication skills;
- Strong knowledge and understanding of current trends in digital media / social media;
- Established project planning, budgeting, and implementation experience;
- Exceptional at building relationships at all levels within an organization;
- Adaptable and innovative, as well as proven ability to work in a teamwork environment;
- Working knowledge of Adobe Creative Suite and Word Press;
- Functional in the second official language.

## **THE DIEFENBUNKER MUSEUM OFFERS**

- A fun, collaborative working environment
- A place for continuous learning and growth
- Flexible work hours (primarily working remotely at this time)

### **To Apply**

If you are interested, please send your cover letter, and resume with the subject line “[Your Name] – Marketing Manager” to [c.mcquire@diefenbunker.ca](mailto:c.mcquire@diefenbunker.ca) by November 6, 2020.

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.