

## Job Posting

**Title:** Marketing and Communications Manager  
**Reports to:** Executive Director  
**Employment Status:** Permanent Full Time, with benefits  
**Compensation:** \$48,000 - \$54,000 annually  
**Deadline:** June 4, 2021  
**Location:** Ottawa, ON (Carp)  
**Hours:** Full-time regular position; 37.5 hours/week Monday to Friday

### **POSITION SUMMARY**

The Marketing and Communications 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 (heavily focused on digital) for multiple museum priorities.

As an integral part of the leadership team, the Marketing and Communications Manager will design, execute, and assess the marketing and communications strategies for the museum. The Marketing and Communications 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;
- Develop a branding guideline that will create a distant 'voice' for the museum;
- Develop a visitor growth plan in collaboration with Visitor Experience Manager, which results in increase visitors numbers and attendance revenue;
- Implement the museum's branding guidelines, communicating a clear and consistent brand for the organization;
- Work collaboratively with Executive Director to develop and execute marketing strategies to increase new donors and support fundraising initiatives;
- Manage the development, design, and production of the organization's print and digital marketing material and platforms, including our website, eblasts, e-newsletter, and annual reports;
- Creatively develop digital content 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.
- Deepen engagement with existing audiences through marketing, advertising, digital campaigns, and segmentation.
- Oversee Social Media Coordinator who develops and delivers 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;
- Provide advice to Executive Director and management on strategic short and long-term direction for marketing;
- Manage marketing planning and annual budget.

### **QUALIFICATIONS AND SKILLS**

- Degree or diploma in business, communications, marketing, public relations, and/or related field;
- Minimum of 2-3 years of experience in marketing, design, communications, journalism, media relations, and/or public relations. Within a museum, historic site, museum institution, or relevant field in a visitor-focused environment is preferred;
- Experience 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 is an asset.

### **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 and Communications Manager” to [c.mcquire@diefenbunker.ca](mailto:c.mcquire@diefenbunker.ca) by June 4, 2021.

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.