

Job Posting

Title: Marketing and Content Coordinator

Reports to: Marketing and Communications Manager

Location: Ottawa, ON (Carp)

Employment Type: On-site, full-time, permanent position with benefits, three weeks vacation, and 10 personal/sick days annually. 37.5 hours/week Monday to Friday, including occasional evenings and weekends.

Compensation: \$19/hour – \$21/hour

Application Deadline: Monday, September 9, 2024, 4:00 p.m. ET

ORGANIZATION DESCRIPTION

The Diefenbunker is Canada's most significant surviving Cold War artifact — it is an impressive four-storey underground facility that operated as the country's central communications headquarters during the Cold War, ready at any moment in case of a nuclear attack. Today, it is a one-of-a-kind museum and national historic site, telling stories of national and international importance and welcoming visitors from around the world.

POSITION SUMMARY

The Marketing and Content Coordinator will support the implementation of the museum's overall marketing and communications strategy and audience engagement efforts. They will work collaboratively with team members across the organization to develop and deliver digital content and campaigns to diverse audiences. The Marketing and Content Coordinator will communicate the museum's compelling story and promote its unique exhibitions, programs, events, and other offerings, to broaden the museum's reach and impact.

PRINCIPAL DUTIES & RESPONSIBILITIES

- **Content development**
 - Maintain a content calendar promoting museum activities, by planning and scheduling regular content tailored to audiences on each digital platform;
 - Implement a consistent and brand-aligned written and visual style;
 - Liaise with a copy editor and French translator where applicable;
 - **Social media:** Write copy and source or produce necessary photos, graphics, and short-form videos for each platform;
 - **Email communications:** Write copy for the museum's subscribers and design content in an email editor;
 - **Blog:** Coordinate with writers to produce informative and engaging blog posts sharing Cold War stories, artifact highlights, and updates on museum activities;
 - **Website:** Coordinate with an external web developer to perform regular content and layout updates of the museum's webpages;
- **Campaign development**
 - **Target audiences:** Perform audience and market research to define audience segments for integrated marketing campaigns and museum communications;
 - **Digital ads:** Create targeted ad content for social media and Google search;
 - Collect and report on data to monitor success of digital content;
 - Work closely with the Marketing Manager to ensure sound contact management;

- **Audience engagement**
 - Maintain positive relationships with online audiences by engaging with comments, tags, posts, and messages on social media platforms;
 - Respond to customer inquiries and feedback on online review platforms;
 - Seek out new communities and organizations to engage with online;
- Foster a collaborative work environment in which employees feel supported, trusted, and respected while ensuring to communicate and demonstrate the museum's messages, policies, and values in a professional and respectful manner.

POSITION REQUIREMENTS

- Post-secondary degree or equivalent combination of education and experience;
- 1 to 3 years professional experience in marketing, communications, brand development, digital advertising, or a related field;
- Excellent written communication skills, including skills in writing branded content for external and online audiences;
- Capable project management and time management skills to coordinate with internal and external teams and adhere to deadlines;
- Experience with social media platforms, including an understanding of audiences, ads, A/B testing, algorithms, and analytics;
- Experience with campaign development and audience research;
- Familiarity with design principles and software (e.g., Canva, Adobe Creative Suite);
- Familiarity with email marketing software (e.g., Mailchimp);
- Creativity, adaptability, and ability to take initiative;
- Ability to work independently and as part of a team;
- Ability to provide a Police Record Check.

POSITION ASSETS

- Working competency or fluency in French;
- Familiarity with databases and data management;
- Understanding of digital accessibility and SEO principles;
- Understanding of user journeys and engagement funnels;
- Knowledge of history, especially Canadian, military, and/or Cold War history.

THE DIEFENBUNKER MUSEUM OFFERS:

- A fun, collaborative working environment;
- A place for continuous learning and growth;
- Robust onboarding and orientation;
- Flexible hours around core working hours;
- Free on-site parking for staff;
- Access to perks at other museums and attractions in Ontario.

To Apply

Please send your cover letter and resume together in one PDF file via email to c.hunter@diefenbunker.ca with the subject line "[Your Name] – Marketing and Content Coordinator".

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

Please note that there is no public transportation to the Diefenbunker from downtown Ottawa.

Diefenbunker: Canada's Cold War Museum is an equal opportunity employer and welcomes diversity in our workforce. Should you require any accommodation during the application or hiring process, please contact our team at the email address above.

For more information about the Diefenbunker, please visit diefenbunker.ca.