



**Job Title:** Community Engagement Assistant

**Reports to:** Operations Manager

**Compensation:** \$20.00 hour, benefits package, 2 weeks holidays. Milage reimbursement.

**Hours of work:** 32 hours a week, flexible schedule, including hybrid remote work possibilities. Requires flexible evening, weekend and holiday availability.

The Cranbrook History Centre is a landmark site located in Cranbrook BC. We preserve and display internationally recognized paleontology specimens, a nationally designated railcar collection, and serve as a repository for the history of Cranbrook and the East Kootenay region for all to explore and discover. We would like to acknowledge that the Cranbrook History Centre is located on the traditional, ancestral and present Ktunaxa homeland and extend our gratitude for the opportunity to live and learn in mutual respect and appreciation.

The museum relies on motivated and self-directed individuals who enjoy interacting with all visitors to achieve the museum's mission. Our small team values a supportive and collaborative work culture that is respectful, challenging and promotes diversity and creativity.

### **Position Summary**

Reporting to the Operations Manager, the Community Engagement Assistant will administer communications marketing and outreach for the Cranbrook History Centre to increase awareness and build audiences. This position will develop and implement marketing communication efforts that meet budgetary and time constraints, while considering the museum's overall communication objectives, brand and strategic goals. This position will also help build and manage long-term relationships with community partners and manage communication for museum programs.

### **Position Duties and Responsibilities**

#### **Communications/Marketing:**

- Work with the Operations Manager to develop, implement and track strategic marketing & communication plans for events, programs, and other initiatives, targeting diverse audiences.
- Manage and update website and social media with original and engaging content.
- Deliver information to local area listings.
- Expand and manage mail and email lists.
- Develop project-specific outreach contact lists.
- Produce dynamic monthly electronic newsletters for general audiences and membership.
- Implement surveys and collect data on visitor engagement.
- Development of digital assets: photography, video, simple graphics for website, social media, advertising, e-communications, etc.
- Maintain digital archive of press clippings, tear sheets, and promotional materials.

#### **Outreach:**

- Build relationships and manage outreach to targeted audiences (local schools, community organizations, etc) to promote general attendance, tours, class visits, and special events.

- Work with partners to create and execute programs in the pursuit of a supportive, inclusive, and thriving community. Examples include, but are not limited to, organizing the museum's participation in local parades, festivals, and other events.
- Act as a museum representative at local community events, articulating the vision and purpose of community partnerships that integrate the museum into the fabric of the community.

#### **Facility/Office Administration:**

- Develop and maintain signage throughout the museum.
- This position may supervise a student intern but has no permanent supervisory responsibility.
- This position will be responsible for submitting accounts payable and expenses related to outreach and communications under guidance of the Operations Manager. All expenses must fall within the approved budget.

#### **Qualifications**

##### **Knowledge and Certifications**

- Relevant Diploma or BA in Tourism, Marketing, English, History or Communications preferred. A combination of relevant education and experience is also acceptable.
- At least two years of relevant work experience
- Some experience with museums or cultural institutions, higher education, nonprofits, or community-based organizations.
- Driver's license and reliable transportation.
- Understanding of marketing principles.
- Knowledge of PhotoShop, Canva, and/or similar graphic design programs an asset.
- An understanding of Indigenous relations in this region; additionally, familiarity with the Truth and Reconciliation Commission and the relevant Calls to Action for Museums is an asset. This knowledge can be through education, lived or worked experience.
- First Aid Level 1 certification required.

##### **Abilities and Skills**

- Ability to build relationships and connect diverse audiences to CHC programs and initiatives.
- Familiarity with social media platforms
- Familiarity with online management systems including Mailchimp, Hootsuite, Google Analytics/AdWords, and online management systems.
- Proficient with Microsoft Office Suite, Outlook and SharePoint required.
- Strength and mobility to stand for extended periods, work an active 8 hour shift, work outside, and lift weights up to 25 kilograms.

##### **We are looking for these personal qualities:**

- Initiative: We need someone who has ideas as well as someone who can come up with creative solutions!
- Reliability: We must be able to count on you to ensure the success of our programs.
- Judgement: Things evolve rapidly, being able to make decisions with discernment is an essential quality to being successful in this position
- Detail Oriented: the details matter!

Cranbrook is a town with a diverse and international community. The Cranbrook History Centre strives to reflect this in our work and our team. We encourage applicants who identify as LGBTQ2S+, Person with Disabilities,

Indigenous, and visible minorities to apply. The Cranbrook History Centre is an equal opportunity employer committed to an inclusive, barrier-free recruitment and selection process. If contacted for an employment opportunity, please advise if you require accommodation. In the spirit of reconciliation, we are committed to increasing Indigenous representation throughout the organization and encourage applicants to self-identify as Indigenous within cover letters and/or resume.

### **How to Apply**

Please send your resume and cover letter as a PDF to [office@cranbrookhistorycentre.com](mailto:office@cranbrookhistorycentre.com). Subject line: first name, last name, job title. Ex: Jane Doe, Community Engagement. The selection process will remain open until the position is filled. Tentative start date: ASAP

**\*We appreciate all applications; however, only short-listed candidates will be contacted. 3 references and a clean criminal record check and vulnerable sector police check will be required before employment\***