



Marketing and Outreach Coordinator – Job Description

The Chinese Canadian Museum (CCM) is seeking a highly motivated and creative **Marketing and Outreach Coordinator** to join our passionate and growing team.

Reporting to the Director of Marketing and Visitor Experience, the ideal candidate supports the development and implementation of the museum's strategic marketing campaigns to increase the organization's visibility, visitor engagement, donation efforts, and membership management. This role requires a strong understanding of the Chinese Canadian community and culture, as well as excellent communication and organizational skills. The ideal candidate should have a proven track record in marketing, communications, and project coordination, with a passion for promoting cultural heritage and diversity.

Working for a not-for-profit society which recently opened to the public, the successful applicant is expected to excel in a fast-evolving environment, working effectively and independently, while collaborating with the museum team, and external partners and stakeholders.

This position is expected to be performed primarily in the office in Vancouver Chinatown, with expected work days from Monday to Friday, from 9:30 a.m. to 5:30 p.m. Some off-site work and meetings may be required, as needed.

About the Chinese Canadian Museum

The Chinese Canadian Museum Society of British Columbia was founded in March 2020 as an independent, non-profit society to establish and operate a public museum in British Columbia honouring Chinese Canadian history, contributions, and living heritage. The first museum of its kind in Canada, the Chinese Canadian Museum showcases arts, heritage, and cultural exhibitions that celebrate the inclusion and collaboration among Chinese Canadians, Indigenous peoples, and other communities across generations, throughout British Columbia, Canada, and the world.

Working with Our Team:

At the Chinese Canadian Museum, we are a fun, close-knit management team that is supportive of each other's career goals and are passionate about our cultural institution and Vancouver Chinatown. Our total compensation package is designed to support our staff in achieving their goals and focus on the things our staff love. In addition to competitive base pay, training and development opportunities, we also offer extended health plans, paid time off, matching RRSP



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plan, phone reimbursement plan, and free admission to museums in 137 countries around the world.

Responsibilities include the following:

- Develop, support, and execute comprehensive marketing and communications campaigns to promote exhibitions, events, retail, and programs.
- Write, edit, and coordinate content for the museum's online presence, including website, social media channels, email newsletters, and other assets to effectively reach and engage with the target audience.
- Support press releases and media kits, and coordinate media requests and pitches.
- Engage with the local Chinese Canadian community, cultural organizations, content creators, creatives, entrepreneurs, and other potential partners to build strong relationships, identify partnership opportunities, and coordinate collaborative events.
- Support additional strategies to attract and retain museum annual pass holders, including benefits and engagement programs.
- Maintain customer relations database.
- Provide support for the retail space and inventory purchase, as needed.
- Liaise with external partners to create promotional materials, advertising, and other marketing and communications assets that align with the museum's brand.
- Track and analyze marketing efforts, engagement metrics, and membership growth to assess the effectiveness of campaigns and make data-driven recommendations.
- Liaise with translators to coordinate development of trilingual content in English, Traditional Chinese, and Simplified Chinese.
- Support fundraising campaigns and donor stewardship efforts.
- Ensure consistency of brand guidelines and messaging across media channels and outreach initiatives.
- May perform all or some of the responsibilities above and other related duties, as assigned.

Qualifications

- 3+ years of North American experience in marketing, communications, and/or outreach, preferably in a cultural institution, museum, agency, or non-profit setting.
- Experience managing, growing, and creating content for corporate social media accounts of 2,000+ followers is a must.
- Demonstrated proficiency in a majority of the following: email marketing, content and social calendar development, SEO, Google and Meta Ads, graphic design (e.g. InDesign, Photoshop, Canva), traditional advertisement, media monitoring, influencer collaborations, and analytics / metrics reporting.
- Excellent written and verbal communication skills in English and, preferably, in one or more Chinese languages.



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- Experience in developing and coordinating Chinese material is a major asset.
- Demonstrated ability to communicate effectively with different audiences and work with diverse groups.
- Proven ability to work independently and collaboratively, with a high level of organization and attention to detail.
- Passion for cultural heritage preservation and promotion of diversity and inclusion.
- Familiarity with Chinese Canadian culture, history, and community dynamics is an asset.
- Experience working in the not-for-profit sector is an asset
- Experience working with CRM software is an asset

Salary Range: \$60,000 to \$65,000 / year

Please submit a cover letter and resume to hr@chinese-canadian-museum.ca. Posting will be open until the position is filled although priority will be given to those that apply before July 15, 2024.