

# AUDAIN ART MUSEUM

Whistler, British Columbia

## SALES & MARKETING COORDINATOR DECEMBER 2017

Become an integral part of the Audain Art Museum, a 56,000 square foot institution in Whistler, British Columbia. The Audain Art Museum provides a home to a permanent collection, which contains 200 works of art including paintings by Emily Carr, E. J. Hughes, historical and contemporary First Nations sculptures and a wide range of contemporary British Columbia art. The Audain Art Museum also contains an exhibition space for revolving special exhibitions.

Position: Sales & Marketing Coordinator  
Reporting to: Marketing and Communications Manager  
Hours: 37.5 per week  
Term: Permanent  
Location: Whistler, British Columbia

Applications are now being accepted for the Sales and Marketing Coordinator at the Audain Art Museum. Reporting to the Marketing and Communications Manager, the Sales and Marketing Coordinator will be responsible for supporting the implementation of all sales and marketing initiatives of the Audain Art Museum. General requirements are as follows:

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### KEY RESPONSIBILITIES

- In-depth knowledge of all Museum product and service offerings.
- Actively promote and market Museum and all offerings to potential clients.
- Effectively communicate the Museum's offerings to a broad audience with knowledge of reservation policies, deposits, fees, function room capacities, food and beverage options, ticketing, security, gallery tours, audio-visual, cancellation requirements, etc.
- Conduct site visits and FAM tours, participate in planning sites of events as required.
- Prospecting, qualifying and generating new sales leads, group admissions programs and applicable events.
- Responsible for preparing contracts, weekly reports and other administrative duties as required.
- Acts as a point person for groups at the Museum and facilitates events or bookings as required.
- Support with the production of promotional packages and assist with distribution channels.
- Maintains administrative relationship with Third Party Sellers, Tour Operators, Resort Partners, Online Travel Agencies, and call centres, etc. including reservation requests, program and tour bookings, sales incentives and third party sales training.
- Assist with creating, scheduling and monitoring e-communications, social media channels, visitor based review sites and website updates.
- Expand and oversee the Museum's archiving of testimonials, photographs, and videos.
- Submits listings of events and Special Exhibitions to online portals and partner organizations.
- Compiles event and exhibition details for the monthly and weekly What's On publications.
- Responds to media visit requests and supports Marketing and Communications Manager with media relations as required.
- Represents the Museum at special events as required.
- All other duties as assigned.

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### QUALIFICATIONS

The ideal candidate will have previously demonstrated success in sales, marketing, and communications:

- University degree in related discipline and at least one year of relevant work experience are desirable.
- Ability to manage and deliver against multiple competing priorities and work well under pressure excellent time management, problem solving, and analytical skills.
- Demonstrated ability to work professionally and tactfully with donors, members, the public and coworkers, represent the Museum with a high level of integrity and professionalism.
- Present professional image through effective written and verbal communication skills.
- Comfortable working a flexible schedule to accommodate various event and program coverage, as well as after-hours social media monitoring.
- High attention to detail.
- Creative thinker, especially an ability to create under pressure and limitations.
- Proficiency with Microsoft Office.
- Experience using WordPress and e-mail marketing systems, preferably Mailchimp.
- Experience using online social media platforms including Facebook, Twitter, and Instagram.
- Experience with Adobe Creative Suite, particularly Photoshop and InDesign, strongly preferred.

Applicants are requested to submit their résumé including a cover letter describing their qualifications prior to 5:00pm on **Friday, January, 12, 2018**. We thank all applicants for their interest, however, only those selected for an interview will be contacted.

### ALL APPLICATIONS MAY BE DIRECTED TO

Justine Nichol, Marketing and Communications Manager

Email: [jnichol@audainartmuseum.com](mailto:jnichol@audainartmuseum.com)

Subject line: Sales and Marketing Coordinator Application