

Position: Marketing Coordinator  
Reporting to: Marketing Manager  
Hours: 37.5 per week  
Term: Permanent, full-time  
Location: Whistler, British Columbia – in-office position  
Remuneration: \$58,500  
Benefits: 6% vacation entitlement (3 weeks), Transit Allowance, Wellness Benefit, Extended Medical  
Residence: Candidate to reside in the Sea to Sky Corridor (Squamish to Pemberton)

### **Job Summary**

Responsible for supporting the Marketing Manager with administration and implementation of all marketing and communications efforts at the Audain Art Museum including social media, content creation, media relations, community marketing, and digital engagement. The Marketing Coordinator is creative, collaborative, social media savvy, and forward-thinking and will provide both technical knowledge and relevant experience to allow the AAM to excel in marketing and communications efforts.

### **KEY RESPONSIBILITIES**

#### **Digital Engagement, Social Media and Content Creation**

- Lead on the creation and implementation of engaging, relevant content across all social media channels, in accordance with the AAM's social media strategy.
- Work with the Marketing Manager to develop photo and video content internally, including photography and video editing.
- Stay updated on new technologies and ensure the Museum adopts top digital practices by actively researching and monitoring trends.
- Monitor and respond to comments, messages, and mentions across all social media platforms in a timely and professional manner.
- Manage and track social media analytics.

#### **Email Marketing**

- Coordinate the Museum's email marketing programs, ensuring consistent quality, formatting, tone and voice, while maintaining audiences.
- Develop monthly communications calendar in collaboration with other AAM teams, ensuring campaigns are created and deployed on schedule.
- Compile content for email communications, test, deploy and track email marketing campaigns.

#### **Media Relations**

- Support the Marketing Manager with media relations including active media coverage monitoring, reporting and managing press visits to the Museum.
- Develop and maintain a comprehensive media contact database to support public relations, media outreach, and promotional initiatives.
- Respond to and facilitate media inquiries by coordinating interviews, providing approved images and assets, and ensuring timely delivery of information to support media coverage opportunities.

#### **Community Marketing**

- Lead the Museum's in-person Whistler Village marketing campaigns and brand activations to strengthen local market presence and drive brand awareness.
- Build and maintain relationships with local businesses, community partners, and stakeholders to support marketing objectives.
- Distribute marketing materials and promotional assets to enhance campaign visibility and strengthen local outreach initiatives.
- Represent the AAM as a brand ambassador at special events, networking opportunities, and promotional activations, both on-site and within the community, as required.

**AAM Website and Third-Party Websites**

- Work with all areas of the AAM to update website content, including events and operational information, in a timely manner and in alignment with the overall vision of the Museum.
- Update exhibition-related content as information becomes available, including media releases, photography, video content, and sponsorship details.
- Support with monitoring and optimizing SEO performance in collaboration with digital agency.
- Maintain online presence on relevant third-party websites including Online Travel Agencies (OTAs), partner organizations and online event listings.

**Sales & Marketing Administration**

- Support with group visits and venue rentals, including facilitating events, tours, and bookings.
- Support with in-resort partnerships including hotel concierge referral programs.
- Expand and oversee the archiving of testimonials, photographs and videos.
- Prepare reports, contracts and other administrative tasks as required.
- All other duties as required.

**QUALIFICATIONS**

- Undergraduate degree in related discipline and 1-2 years' experience in a marketing, social media or digital content role.
- Hands-on experience creating engaging content for multiple social platforms, growing online communities and analyzing performance to optimize social media strategy.
- Ability to manage and deliver against multiple competing priorities, working well under pressure.
- Demonstrate ability to work professionally and tactfully with donors, members, the public and coworkers, while representing the AAM with a high level of integrity.
- Present professional image through outstanding written and verbal communication skills.
- Comfortable working a flexible schedule to accommodate event coverage, including evenings and weekends.
- Proficiency with Microsoft Office and Adobe Creative Suite – experience with Photoshop, InDesign, Illustrator and Premiere Pro an asset.
- Experience using Customer Relationship Management (CRM) software, WordPress, and email marketing systems (preferably MailChimp).
- Experience using social media scheduling tools (preferably Later).
- Experience with SEO an asset.
- Interest in art and/or museums desirable.
- Criminal record check will be required.

Interested applicants are required to submit a Resume and Cover Letter. This position will remain posted until filled. Applications will be reviewed on an ongoing basis, and candidates are encouraged to apply as soon as possible.

We thank all applicants for their interest, however, only those selected for an interview will be contacted.

**ALL RESUME PACKAGES & INQUIRIES MAY BE DIRECTED TO:**

Rebecca Parsons, Marketing Manager

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

Subject line: Marketing Coordinator Application