

Director of Marketing, Sales & Visitor Experience

Your adventure starts here! The Manitoba Museum is Manitoba's number one paid tourist attraction and has a strong and meaningful relationship with Manitobans. As a non-profit/charitable institution, The Manitoba Museum sees over 350,000 on-site visitors annually, including more than 80,000 students. The Museum includes award-winning Museum Galleries, a Science Gallery, a Planetarium, and a wide range of temporary exhibits including the Alloway World Exhibits program. We uniquely combine human and natural history themes, science and astronomy education, and multidimensional interpretation, with quality school, community, and special events programming.

We are recruiting for a Director of Marketing, Sales & Visitor Experience. Reporting to the Chief Executive Officer, we are seeking an experienced professional to lead the development and implementation of the Museum's strategic marketing, corporate communications, product sales, and visitor service programs. You will be responsible for the achievement of aggressive revenue goals in admissions and other revenue-generating programs through cost-effective marketing and visitor experience strategies. You will promote The Manitoba Museum and its products to targeted audiences within our community and outside. You will be responsible for public relations focusing on establishing all manner of partnerships including members of the tourism and media industry.

As a strong and entrepreneurial leader, proactive team player and an innovative and creative thinker, you will work with the Revenue Committee of the Board of Governors, volunteers and staff on all marketing, communications, visitor services, and sales. Strong interpersonal, organizational, written and presentation skills with a proven ability to lead, train and motivate your team are critical.

Along with a passion to work within a non-profit environment and a strong interest in museums, you will possess related university credentials along with a proven track record of success in sales and marketing. A minimum of six years of related senior management experience is required. Strong knowledge and high proficiency in new social media platforms and presentation software are essential.

Please review the job description on our Career Page at www.manitobamuseum.ca
The salary range is from \$86,000.00 to 96,000.00 p.a. depending on experience.

Interested applicants may forward a résumé including a cover letter to:

Director of Human Resources
The Manitoba Museum
190 Rupert Avenue
Winnipeg, MB R3B 0N2
Fax: (204) 942-3679

Email: ladeleyeolusae@manitobamuseum.ca

The Manitoba Museum is committed to employment equity and welcomes diversity in the workplace.

We thank all applicants for their interest; however, only those being considered for interviews will be contacted.

DIRECTOR OF MARKETING, SALES AND VISITOR EXPERIENCE

JOB DESCRIPTION

I. **General:**

The Director of Marketing, Sales and Visitor Experience reports directly to the Chief Executive Officer. This is a position of senior management responsibility that includes leading the marketing, visitor services, Museum Shop (retail store), rentals and events program and membership departments. The incumbent is responsible for the development and implementation of the Museum's strategic marketing plans including media and advertising plans, corporate communications including digital media, public relations, sales and educational marketing plans in alignment with the Strategic and Business Plans for the Museum. The incumbent provides supervision for the Visitor Experience Supervisor, Membership & Data Coordinator, Manager of Marketing & Communications, Manager of Rentals & Events and Merchandiser/Buyer.

The Director of Marketing, Sales and Visitor Experience is a member of the Directors' Team and Senior Management Team and fulfils all the duties associated with the work of these leadership groups. In addition, the Director provides management support to the Revenue Committee of the Board of Governors and other ad hoc volunteer committees as required. The employee may act on behalf of the Chief Executive Officer as required and when requested.

2. **Key Accountabilities & Typical Duties:**

A. Priority I – Strategic Leadership in marketing, visitor and member services and various earned revenue areas

To provide strategic leadership and supervision to the Museum's marketing, visitor and member services and various earned revenue areas.

- i. Develop and implement an annual marketing and media plan that includes securing strategic advertising partnerships, to achieve budgeted earned revenue goals.
- ii. Develop and implement a business plan for the Rentals & Events, and Group Tours initiatives.
- iii. Develop a strategy and implement a strategic marketing and merchandising plan for the Museum Shop and e-commerce platform.
- iv. Develop, execute and evaluate the membership strategy (evaluation of membership types; pricing models; benefits; renewal and lapsed strategies) to achieve overall membership acquisition goals and retention targets.
- v. Provide leadership and strategic coordination of earned revenue initiatives including strategic development and execution of membership, casual visitation ticket and event spaces pricing programs.
- vi. Provide strategic input and coordinate with the Director of Learning and Engagement on initiatives and events.
- vii. Continually pursue new strategic earned revenue initiatives and assess return on investment (ROI).
- viii. Establish best practices and reporting for the Museum's marketing and sales strategies, inclusive of tourism, group, and leisure markets.
- ix. Establish clear accountability and success metrics for the relevant revenue areas.
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- xi. Identify ways to improve the user experience through all channels for visitors, members,

- donors, potential donors and stakeholders, including developing and maintaining high standards of visitor services.
- xii. Assume responsibility for recruitment, selection, termination, and performance management of direct reports, with the support of Human Resources, including work planning and review, and succession planning, within established Museum policies and procedures.
 - xiii. Approve and control the allocation of staff and operating resources and expenditures for the divisional area of responsibility and provide progress reports as required.
 - xiv. Mentor direct reports in their functions and guide professional development to ensure departmental objectives are achieved.

B. Priority 2 – Reputational and Brand Management

To lead and coordinate all brand-related activities and actively manage reputational risk to the organization while driving awareness, affinity, and an emotional connection to the Museum.

- i. Identify unique creative opportunities to build, integrate and/or advance branding strategies and marketing campaigns that increase the Museum’s visibility, differentiation in the hearts of people and connect with people on any platform ensuring the Museum’s brand involves human and emotional storytelling and creates a successful landscape of educational, inspirational, and engaging content.
- ii. Drive integration of the Museum’s brand purpose and value proposition across all marketing materials, campaigns, and initiatives.
- iii. Define the Museum’s Marketing content, vision, and strategy including visual identity, tone and editorial pillars for the overall Museum brand.
- iv. Manage creative partners to ensure strong working relationships and delivery of world-class creative output that drives brand image and growth with targeted audiences.
- v. Collaborate and engage with other Divisions to learn about the various Museum stories and initiatives to build the reputation that represents and expresses Museum’s brand.
- vi. Develop the annual marketing, sales, and event plans in partnership with division staff.
- vii. Direct the organization's digital media strategies.
- viii. Direct the organization's public relations including online and traditional advertising strategies.
- ix. Direct the strategic content of the Museum's website.
- x. Respond to critical customer service incidents.
- xi. Monitor reputational risk and prepare plans to enhance public perception and mitigate negative publicity.
- xii. Monitor best practices and establish appropriate benchmarks to ensure Museum's communications are constantly evolving keeping pace with societal and technological change.

C. Priority 3 – Collaboration and Research

To work collaboratively with other Directors and Management Team Members and conduct research to support organizational goals.

- i. Collaborate with other Divisions to design and implement marketing strategies considering key performance indicators, data analytics and market research.
- ii. Contribute to the development of the overall strategic plan and assist with planning, development and management of the Museum’s goals, objectives, plans, policies and procedures.
- iii. Conduct qualitative and/or quantitative market research initiatives as required.
- iv. Effectively interpret and draw meaningful conclusions from data analysis and market research to identify an appropriate corresponding response.

- D. Perform other duties as reasonably assigned
 - i. Rotate with other Directors for weekend-on-call duties.
 - ii. Participate in the Museum's Exhibitions Committee and provide business insights for negotiating fees and contracts with exhibitors.
 - iii. Act on behalf of the Chief Executive Officer when appropriate

MINIMUM REQUIRED QUALIFICATIONS:

I. Skills, Abilities, and Knowledge

- i. Thorough knowledge in areas of responsibility with a proven track record in developing and implementing successful marketing, sales and public relations programs.
- ii. Demonstrated leadership skills including the ability to create and manage highly-focused, integrated teams and develop and implement multi-stakeholder projects.
- iii. Demonstrated organizational skills with an ability to work effectively under pressure; manage a heavy workload, and meet deadlines.
- iv. Demonstrated digital media strategy and multi-media production skills including a photoshoot and video production management
- v. Demonstrated ability in executing paid digital advertising campaigns.
- vi. Excellent interpersonal and written/oral communication skills to a variety of audiences – within and outside the organization, i.e., Board, Revenue Committee, Directors and Senior Management Teams, all departments and divisions, volunteers, external partners, customers, and media.
- vii. Well-developed knowledge of budgeting, financial management, and reporting.
- viii. Experience stretching limited budgets and leveraging partnership opportunities.
- ix. Proven ability to provide leadership and inspire and motivate staff in a changing environment.
- x. Ability to work independently and in an organized manner with little supervision.
- xi. Knowledge of web applications, digital marketing, and social media including analytics as well as word processing, spreadsheets and databases.
- xii. Knowledge of tourism marketing and packaging an asset.
- xiii. Bilingual (English/French) is an asset.

2. Education, Training and Experience

- i. University degree in a related field, specializing in marketing, communications, and sales.
- ii. At least six years of senior management experience in marketing, communications, and sales.
- iii. Demonstrated experience in managing a large and diverse workgroup.
- iv. Museum or non-profit cultural sector experience is an asset.
- v. An equivalent combination of education and experience.

Child Abuse Registry Check and Criminal Check would be required of the successful candidate.