

MUSEUM LONDON

Help Tell Our Story!

Job Opportunity:

Communications and Marketing Specialist

Deadline: Monday, August 12, 8:00AM EST

Museum London (ML) seeks a skilled and enthusiastic professional to take on the role of Communications and Marketing Specialist as part of a dynamic and collaborative team. In this role, you will report to the Executive Director (or their delegate) to shape and implement our communications, marketing, and development efforts, supporting the strategic goals of ML. With your excellent written and verbal communication skills, you will create compelling stories to engage our diverse audiences. As a creative, strategic thinker with a passion for art, history, and community, you will help us build the Museum's profile, highlight the impact of our work, and foster meaningful relationships with a range of audiences and communities.

Scope of Work

- Working collaboratively, develop and implement comprehensive, innovative and inclusive communications and marketing plans with timelines and content calendars in line with ML's strategic goals.
- Create, coordinate, write and edit promotional content for ML's activities, including exhibitions, collections, events, engagement, and education programs, and deploy via various communication channels, both digital and print.
- Collaborate on the creation of content, including writing and copyediting for fundraising and stewardship initiatives.
- Prepare and implement targeted advertising and marketing initiatives, including writing and editing content and ensuring expenditures remain in-budget.
- Prepare and distribute media releases, manage inquiries, monitor, report, and document coverage.
- Oversee the distribution of all promotional materials and targeted communications, both digital and print, and maintain accurate contact lists.

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- Working collaboratively, maintain and develop ML's website as a vital communication tool.
- Activate ML's social media channels and ensure posts are accurate, relevant, and scheduled for timely release.
- Monitor and update web content, web platforms and listings to ensure accuracy.
- Track engagement across platforms. Identify and execute improvements to maximize performance and processes.
- Stay current on trends and best practices in communications and marketing, ensuring compliance with relevant regulations.
- Coordinate with freelance photographers and videographers and maintain a repository of high-quality assets.
- Participate in the design and implementation of various events and special projects.
- Cultivate and nurture strong relationships inside and outside the organization.
- Assist at the Welcome Desk as required and other duties as assigned.

Skills and Qualifications

- Bachelor's degree in Marketing, Communications, Arts Administration, or related field.
- Minimum of 2 years of experience in marketing, communications, and/or development in a customer-focused environment.
- Superior verbal and written communication skills in English; experience writing and editing in a variety of formats, including for print and web.
- Strong organizational skills including planning, prioritizing, time management and the ability to multitask.
- Effective interpersonal skills and a high level of trust and integrity, contributing to a positive work culture.
- Proficient in word processing, spreadsheet, internet and database applications including Microsoft Office, Adobe Creative Suite, Google Drive, CRM software.

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- Experience with CMS, WordPress, Vimeo, YouTube, social media scheduling applications and other media-based platforms.
- Strong attention to detail, high level of critical and creative thinking.
- Energetic, self-motivated, results-oriented, and the ability to work in teams and independently.
- Familiarity with emerging technology and knowledge of current trends and innovations in marketing.

Hours

Full-time; 35 hours/week, Monday to Friday from 9:00 a.m. to 5:00 p.m., with occasional work during evenings and weekends.

Location

This is an in-person position based in London, Ontario.

Compensation

The yearly salary range for this role is \$46,648 to \$58,312, plus a competitive pension and comprehensive benefits package as per the Collective Agreement. The position is part of the CUPE bargaining unit.

To Apply

Applications should be submitted in PDF format directly to careers@museumlondon.ca with the job title as the subject line. Those selected for an interview will be contacted.

Museum London is strongly committed to employment equity and diversity. We welcome all applications from racialized persons/persons of colour including Indigenous peoples, persons with disabilities, persons of all sexual orientations and gender identities, and others who may contribute to the further diversification of ideas. Accommodations for candidates are available on request for all aspects of the selection process. We are grateful to all applicants for their interest in Museum London.

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About Museum London

At the forks of the Deshkan Ziibi / Thames River, Museum London is situated in a place that has been a site of convergence, exchange, and interconnection for thousands of years. Today, in the heart of Southwestern Ontario, Museum London's purpose is to honour and amplify interconnections by activating art and history. Through this work, we create deeper understandings of our past, our communities, our place in the world, and the breadth of possibilities that our shared future holds.

Grounded in our region and its rich cultural, artistic, and historical legacies, we co-create, reflect, and interpret ideas and stories rooted here, share them widely, and bring important artistic knowledge from other places to London to benefit local audiences.

Through exhibitions, our vast collections of art and artifacts, public and school programs for learners of all ages, and memorable special events, we nurture curiosity, creativity, and empathy, build community and shape a more vibrant city.

For further information including our 2023-2027 strategic plan and our most recent annual report visit museumlondon.ca

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