



Marketing and Sales Manager

Communications Officer 30

Salary Range: \$67,177.34 to \$76,911.00 annually

Royal BC Museum Corporation, Victoria, British Columbia

The Royal BC Museum Corporation (RBCM), located in beautiful Victoria, British Columbia, offers a unique opportunity for an individual with extensive marketing and sales experience. We are looking for a creative person who is results-oriented, personable, and wants to be a key player within one of the premier cultural institutions in Canada. If you are eager to contribute to a vibrant organization; to coach, mentor, develop and guide the successes of a small but dedicated team, and drive visitation to one of the best museums and archives in the country, this may be the opportunity for you. As the Marketing and Sales Manager for BC's provincial museum and archives, your work will drive attendance to the facility and market and promote its other products. You thrive in an environment of constant change; think strategically, and also have demonstrated your ability to successfully implement your ideas to drive visitation and increase revenues. You take pride in your work, and that of your team, and have been known to "roll up your sleeves" to get the job done. Your previous experience includes negotiating partnerships to leverage small marketing budget(s); and you have directed the work of a small team, including specialist consultants, AOR and contractors. You know how to stretch a marketing budget to achieve its fullest return on investment.

Ideally, you will have a university or college degree/diploma in marketing, business development, and/or commerce, and at least five (5) years management experience with destination/attraction/event based marketing and sales; OR some education in the above, and ten (10) years progressively more responsible experience in marketing and sales, including managerial responsibilities and at least two (2) years of full supervision of marketing staff. You have demonstrated your ability to develop creative and persuasive presentations, manage a budget, and provide supervision to a team. You bring several years experience maximizing marketing and sales budgets; and have demonstrated success in reaching performance targets and generating sales. You understand the value of research and use it to help guide your strategic planning and implementation of tactics. You are known for your ability to work calmly under stressful conditions, managing multiple projects, campaigns and tactics on your own and with the assistance of others, while maintaining a sense of humour and motivating your team toward success.

You understand the tourism industry and have demonstrated the ability to negotiate partnerships that drive traffic and sales, while seizing on opportunities as they arise. You demonstrate outstanding management, negotiation, conflict resolution, interpersonal and oral & written communication skills; and have been commended for your sound judgement, flexible attitude and time management skills. You also have strong writing skills, with the ability to conceptualize, create, draft, edit, and proof a range of marketing



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Canada's Top 100 for 2008 and 2010
BC's Top 40: 2008; Top 50: 2009 and Top 55: 2010*



and sales documents. The successful applicant is familiar with web/internet marketing and a wide range of office tools, including Microsoft Outlook, PowerPoint, Word & Excel; and email marketing software. The incumbent of this position must be willing to work evenings and weekends and has the flexibility to schedule his/her hours of work to accommodate this work requirement (as outlined in the BCGEU Master and Component Agreements). Please see the job description for more detailed position requirements and qualifications.

We are accepting applications until **midnight, September 6, 2010**. Please refer to the attached job description and selection criteria to ensure your application addresses the areas we will be looking at when assessing an applicant's suitability for this opportunity OR contact Colleen Calverley at (250) 387-2263 for a copy of the job description and selection criteria.

Resume and cover letter must be emailed, mailed, faxed, or dropped off by the closing date to:

Royal BC Museum
Human Resources Branch
2nd Floor, 675 Belleville Street
Victoria BC V8W 9W2
Fax: (250) 387-0102
Email: humanresources@royalbcmuseum.bc.ca
Please quote: Competition RB2010:MSM