

## **Le Musée de Saint-Boniface Museum (MSBM)**

### **MARKETING & COMMUNICATIONS COORDINATOR (MCC)**

**Term:** Full-time (32 hours weekly) | One year term

**Reports to:** Executive Director

**Supervises:** Project-based staff, MEAs, interns, contractors (as applicable)

**Languages:** Bilingual (French & English) required

**Position:** Public-facing

#### **Purpose of the Position**

Reporting to the Executive Director, the Marketing & Communications Coordinator (MCC) leads the museum's public voice, digital presence, and brand expression. Grounded in MSBM's values of cultural respect, inclusivity, accessibility, and community connection, the MCC ensures that all communications authentically reflect the museum's mission and strengthen relationships with diverse audiences.

The MCC develops and produces the museum's written, visual, and digital communications content, ensuring that storytelling is accurate, engaging, and aligned with MSBM's identity.

The MCC also plays a key role in supporting fundraising and campaign initiatives by developing donor-focused communications, campaign materials, and impact-driven storytelling in collaboration with the Executive Director and fundraising partners.

Working within MSBM's collaborative coordinator model, the MCC implements integrated marketing and communications strategies that promote programs, exhibitions, community partnerships, institutional initiatives, operational priorities, and fundraising campaigns. Through storytelling, media relations, digital engagement, and cross-departmental collaboration, the MCC contributes to a cohesive and vibrant public presence that supports MSBM's strategic goals and enhances the visitor and community experience.

#### **Domains of Responsibility**

##### **A. Communications Strategy & Brand Stewardship**

- Creates and implements marketing and communications plans aligned with institutional priorities.
- Develops original messaging, brand materials, and written content that express the museum's identity and values.
- Coordinates communications calendars to ensure timely, inclusive promotion of all initiatives.
- Maintains brand consistency across platforms, print materials, and internal/external communications.

## **B. Media Relations & Public Visibility**

- Serves as primary media contact for the museum.
- Prepares press releases, media advisories, speaking notes, and official communications.
- Coordinates interviews, press engagements, and public announcements with the Executive Director.
- Builds respectful relationships with journalists, media outlets, and community storytellers.

## **C. Digital Content & Storytelling**

- Produces original written, visual, and multimedia content for social media, newsletters, campaigns, and the museum website.
- Develops digital storytelling materials, including posts, articles, captions, videos, graphics, and visual assets.
- Ensures content is accessible, culturally grounded, and reflective of MSBM's mandate and communities.
- Coordinates external contributors (photographers, videographers, designers) as required.
- Monitors analytics to adjust strategies and enhance public engagement.

## **D. Community, Donor & Stakeholder Communications**

- Writes donor, member, and stakeholder communications, including stewardship updates, impact stories, newsletters, and acknowledgments.
- Develops campaign communications, including case materials, campaign updates, donor packages, recognition materials, and visual assets for capital and endowment fundraising.
- Works closely with the Executive Director and campaign consultants to ensure messaging is accurate, compelling, donor-centered, and aligned with campaign milestones.
- Builds relationships with cultural and community partners to strengthen visibility and engagement.

## **E. Cross-Departmental Collaboration & Museum-Wide Support**

- Works collaboratively with the CEEC, EPPC, CSC, Manager of Operations & Finance, and MEAs to ensure aligned and timely promotion of programs and visitor-facing activities.
- Contributes to annual reports, strategic updates, and public-facing museum communications as required.
- Supports internal communications, signage, and wayfinding to ensure clarity, accessibility, and consistency across museum spaces.

## **Competencies**

- Cultural Humility & Inclusive Practice
- Communication & Storytelling Excellence
- Collaboration & Coordination
- Digital Literacy & Adaptability

- Attention to Detail & Planning
- Relationship Building
- Donor-Centered Communication & Campaign Literacy

### **Qualifications**

- Post-secondary education in communications, marketing, journalism, public relations, or a related field; an equivalent combination of training and experience may be considered.
- Minimum 2–3 years of experience in communications or marketing, ideally in cultural, heritage, or community-based settings.
- Bilingualism (French and English) required.
- Exceptional writing, editing, and storytelling skills.
- Strong organizational skills with attention to detail and deadlines.
- Proficiency with digital platforms (social media, email marketing, website CMS, analytics tools).
- Experience with media relations, public messaging, and community engagement.
- Familiarity with design tools (e.g., Canva, Adobe Creative Suite or equivalents).
- Creative, adaptable, and responsive to diverse audiences.
- Ability to collaborate effectively with staff, partners, and external contributors.
- Awareness of—or openness to learning—Francophone, Métis, and Indigenous histories, communities, and cultural protocols.
- Valid Manitoba Class 5 driver’s licence and ability to travel within the province.

### **Working Conditions**

- 32-hour work week as per the CUPE Local 500 Collective Agreement
- Occasional evening or weekend work for installations or community events.
- Work occurs across museum sites, including offices, galleries, public program spaces, and occasional offsite locations.
- Physical demands include extended periods of desk work, event support requiring standing or walking, and lifting up to 20–25 kg as needed.
- Environment may include hot, cold, humid, crowded, or loud spaces depending on program schedules and building conditions.

### **Conditions of Employment**

- Must be legally entitled to work in Canada.
- Satisfactory Criminal Record Check, Child Abuse Registry Check, and Vulnerable Sector Search.
- Valid Class 5 Manitoba driver’s licence (or equivalent); access to reliable transportation preferred.
- Bilingualism (French and English) required.
- Completion and maintenance of Emergency First Aid/CPR certification within three months of hire.

## **Terms of Employment & Compensation**

- As per the CUPE Local 500 Collective Agreement, including salary grid and benefits.
- This position is supported through third-party grant and project funding.

*This job description is intended to describe the general nature and level of work performed. It is not intended to be an exhaustive list of all duties, responsibilities, or qualifications required of the position.*