

Marketing Assistant

Canada Summer Jobs (CSJ)
2017 Summer Student



JOB TITLE: Marketing Assistant

POSITIONS AVAILABLE: 1 (Dependent on funding from CSJ)

SALARY: \$11.50/hr, 35-hour week

START/END DATES: May 1 – August 18, 2017

DEADLINE FOR APPLICATION: Monday, April 17, 2017

LOCATION: Museum of Health Care at Kingston

Ann Baillie Building NHS, 32 George Street, Kingston, ON K7L 2V7

www.museumofhealthcare.ca

****Please note that this position is dependent on funding by Canada Summer Jobs.
Start/end dates are subject to change.****

INFORMATION

The Museum of Health Care at Kingston is Canada's premier resource devoted to bringing to life the story of health and health care. The Museum of Health Care strives to connect visitors with the experiences of people in past times and provide context and perspective on today's health issues. To help Canadians better understand this history, the Museum preserves and promotes the rich material legacy of our medical and healthcare past.

The Marketing Assistant will work directly with other Visitor Services staff under the direction and supervision of the Communications and Finance Coordinator. The Marketing Assistant will focus on two primary areas, with related tasks as detailed below:

1) PUBLIC COMMUNICATION:

- Market exhibits, events, programs and guided tours within the framework of an existing marketing plan to attract cultural tourists and residents to the Museum. Tasks include brochure and poster distribution, monitoring and updating listings on websites and in publications, sales to local groups with potential for repeat visits, and an awareness-raising campaign.
- Assist in the planning, promotion, and facilitation of a special event to launch museum exhibits and celebrate Canada's 150th birthday.
- Collaborate with other member museums of the Kingston Association of Museums, Art Galleries, and Historic Sites on professional development activities and group marketing initiatives of community celebrations and events such as First Capital Day, Museums After Hours, and Doors Open Kingston.
- Welcome Museum visitors and program/tour participants.
- Research, write, design and edit marketing materials such as brochures, e-newsletters, website and social media content, or posters.
- Assist in additional communications efforts, including the preparation of mailings

2) RESEARCH:

- Gather and analyze data about numbers and origins of visitors, website usage, visitor comments, and social media engagement.
- Evaluate the effectiveness of campaigns and activities and recommend improvements as part of a written report.
- Contribute to the development of our supporter database (eTapestry)
- Evaluate and update the Museum's marketing plan for 2018, including segmented marketing strategies, such as youth, seniors, members of the Francophone community, and newcomers to Canada.

REQUIRED QUALIFICATIONS:

- Excellent communication skills in written and oral English.
- Excellent interpersonal and organizational skills.
- Familiarity with Microsoft Office.
- Must be eligible for CSJ positions. Candidates must be between 16 and 30 years of age at the start of employment and full-time students intending to return to their studies in the next school year. The ideal candidate will be a senior university student.

DESIRED QUALIFICATIONS:

- Knowledge of French or other second language.
- General knowledge of health care history and/or social history of Canada.
- Experience in and/or knowledge of the principles of heritage interpretation.
- Experience in and/or knowledge of event planning and marketing.
- Experience in and/or knowledge of database management and statistics.
- Graphic design skills and familiarity with Adobe Design Premium CS3.
- Interest in a career in history, history of medicine, museology, education, heritage interpretation, tourism, marketing or other related discipline.

Please note that the Museum of Health Care is a scent-free environment and does not have parking.

To apply, please send a résumé and cover letter detailing your interest in the position, how you demonstrate the competencies and qualities required by this position, and the contact information of two references

by 4:30 p.m. on Monday, April 17th, 2017

to the attention of Kirsi Hunnakko, Communications and Finance Coordinator.

By email to: hunnakko@kgh.kari.net

or

By mail/hand-delivery to: Museum of Health Care at Kingston
Ann Baillie Building National Historic Site
32 George Street, Kingston, Ontario K7L 2V7

Please indicate in your cover letter and email subject heading that you are applying for the Summer **Marketing Assistant** position as we have various positions available.

Please send attachments in Microsoft Word, Rich Text, or PDF format only please.

We thank all applicants; please note that only those selected for an interview will be contacted.