

Marketing & Communications Manager Vancouver, BC



Posting Date: January 3, 2023

Application Deadline: February 28, 2023

About Us

The Vancouver Holocaust Education Centre (VHEC) is Western Canada's leading Holocaust teaching museum, typically engaging more than 25,000 students and teachers each year. The VHEC's mission is to promote human rights, social justice and genocide awareness through education and remembrance of the Holocaust.

We are currently entering an exciting period of growth during which we will be moving into a new facility double in size, allowing us to expand our Exhibition, Collections and Education space.

Together, our programs:

EDUCATE THE NEXT GENERATION

We challenge youth to become committed and responsible global citizens, alert to discrimination, racism and genocide in today's world.

CREATE MORE WITNESSES

We provide students the opportunity to meet and hear survivors of the Holocaust, and to become witnesses to the eyewitnesses.

ENGAGE EDUCATORS

We strengthen the abilities of educators to teach this complicated history in age-appropriate ways.

WORK TOWARD A BETTER FUTURE

We introduce generations of students to the lessons of history and inspire them to value social justice and human rights. Holocaust education and remembrance are foundations for envisioning a world free of antisemitism, racism and all forms of discrimination.

For a view into our mission, please visit www.vhec.org.

VHEC | 50-950 West 41st Avenue, Vancouver, BC V5Z 2N7 | 604-264-0499

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About the Position

The VHEC is seeking an experienced and collaborative Marketing and Communications Manager (22.5-36.5 hours/week) to join our vibrant and nimble team and provide marketing and communications support to the Executive Director and the leadership team.

Reporting to the Executive Director and collaborating with the department leadership, the Manager

- Oversees all the marketing and communications initiatives of the VHEC.
- Helps develop and implement marketing and communications campaigns in support of exhibitions, education programs, resource development, collections, and special commemorative events.
- Oversees the daily communications, social media, public relations and marketing activities.

Responsibilities

- Provides strategic marketing and communications direction and execution for the organization to increase our community visibility, profile and support
- Overall responsibility for brand management and corporate identity including brand adherence and graphic design management for all VHEC collateral, including print marketing (e.g. posters, postcards, periodical, ads) and digital content (website, e-newsletter)
- Provides leadership with re-branding in the context of our JWest redevelopment project
- Creates written and multi-media content for our departments and on all our print and digital channels
- Works collaboratively with our Designer and Operations Coordinator on all marketing and communications initiatives
- Helps create engaging and compelling marketing and communication strategy for our annual and membership campaigns
- Manages all social media accounts, including content curation and attending events to produce photo and video content
- Oversees our monthly e-newsletters and all email marketing, managing timelines, maintaining mailing lists and ensuring consistent copy quality, formatting, tone, and voice
- Creates the Annual Report
- Works with the Executive Director and Director of Collections to advise on content and communication style for the print periodical *Zachor*
- Oversees the website, coordinating with colleagues as needed to update content in a timely manner and in conjunction with institutional messaging; manages search engine optimization
- Manages and tracks analytics across digital platforms and implements data-driven decisions to improve and evolve content, marketing, and digital strategies
- Manages the public relations function, including fielding media inquiries, creating press releases and speaking notes and cultivating press and digital media relationships
- Establishes and manages the marketing and communications budget and timelines
- Advises leadership team with all internal staff communications
- Guides management, staff, board, and committees to ensure messaging consistency and goal alignment and inform us as to our impact on our community

About You

You have a broad range of experience in marketing, communications, public relations and social media management. You are passionate about helping the community and care about antisemitism, anti-racism, social justice and human rights. You are sensitive and respectful of the Holocaust history and survivors. You enjoy working collaboratively and creatively. You are very capable with day-to-day communications tasks but also able to look at the big picture and help craft communication strategies. You care about copy quality, have high standards, and have a keen eye for detail and design.

QUALIFICATIONS

- Bachelor's degree in marketing, communications, journalism or related field required
- A minimum of 3 years' experience in communications, marketing, public relations and social media management
- Experience in the museum or educational sector preferred
- Knowledge of museum operations and Holocaust history are assets

SKILLS

- Demonstrated professional-level copy writing and copy-editing skills
- Strong communication and collaborative skills
- Ability to create inspiring and innovative communication
- Keen eye for design with experience in photography and video editing
- Experience maintaining the confidentiality of sensitive information
- Capable of operating with minimal supervision while consistently communicating status.
- Ability to professionally deal with the press and other outside resources and has existing network of media contacts
- Ability to represent the Museum professionally
- Ability to work weekends and evenings as needed to cover special events
- Can interpret social media analytics and advise leadership team accordingly
- Prior experience with brand development
- Experience with common communications tools, such as the following or equivalent:
 - Zoom or similar video conferencing software
 - WordPress
 - Canva
 - Mailchimp
 - Adobe Creative Suite
 - Major social media platforms including Facebook, Twitter, and Instagram
 - Google Analytics
 - Google calendars
 - MS Office 365, particularly Outlook, Word & Excel
 - Asana project management

APTITUDE & DISPOSITION

- Enjoys working collaboratively and creatively
- Sensitive to Holocaust history and survivors
- Is client-focused
- Has a positive, personable and respectful disposition
- Enjoys working in teams

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| <ul style="list-style-type: none">• Takes trauma-informed approach to communication | <ul style="list-style-type: none">• Interested in history, museums, or education• Upholds ethics & integrity |
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COMPENSATION

Remuneration is commensurate with experience.

BENEFITS & PERKS

- Competitive group benefits package
- 10 health days/year
- 2 weeks of vacation to start
- 3 PM close every Friday in December
- Possibility for hybrid work schedule
- Observation of Jewish holidays in addition to statutory holidays (as many as an additional 18 paid days off a year)
- December holiday shutdown week

How to Apply

If this sounds like you, we would love to hear from you. Please email your cover letter and resume in one file to jobs@vhec.org quoting “Marketing & Communications Manager” in the subject line, on or before **28 February 2023**. Your application will be handled with utmost discretion and confidentiality.

All applicants will receive an automated email response confirming receipt of their application submission. Due to the high number of applications we receive, only applicants who are selected for an interview will be contacted. We sincerely thank all applicants for their interest in the VHEC.