



Summer Student – Digital Engagement & Event Marketing

Do you want to experiment with new ideas, new technologies, and new ways of sharing arts, culture, and heritage with communities? Join the BCMA as our Event Marketing Specialist!

We are looking for someone with an interest in technology and arts, culture & heritage who wants to gain real-world experience working with museums and cultural organizations while improving digital skills. If you are passionate, creative, love teamwork, and are willing to explore new ideas, we hope to hear from you.

Reporting to the Executive Director and the Operations Manager, the Event Marketing Specialist will coordinate communications and promotions for our 2021 annual conference and support BCMA staff and planning committees in the delivery of our online programs and virtual events.

The candidate will work remotely as part of a small, passionate team and a large provincial network of members, stakeholders, partners, and volunteers. We offer a creative, inclusive, and flexible work environment and the chance to make a difference in a community dedicated to supporting BC's museums, art galleries, Indigenous cultural centres, historic sites and heritage institutions.

Our Commitment to Justice, Equity, Diversity, and Inclusion

The BC Museums Association is committed to supporting justice, equity, diversity, and inclusion within the museum and cultural sector and in our own organizational practices. If you are interested in working with us, but see something in this posting that excludes you, please reach out to us. We are committed to decolonizing our practices and creating an inclusive working environment that accommodates all backgrounds and abilities.

If you have questions about this role and potential accommodations, please reach out to BCMA's Executive Director, Ryan Hunt, bcma@museum.bc.ca.

About us

The BC Museums Association, founded in 1957, represents over 400 members in 144 communities across British Columbia, including museums, art galleries, archives, historic sites, Indigenous cultural centres, science centres and related organizations located throughout BC. We are a provincially incorporated non-profit society and a registered charitable organization that works to create a bright future for BC's museum, gallery and heritage sector through networking, advocacy, innovation and professional development.

Guiding principle: We believe in the transformative power of museums.

Vision: The museum community is valued for providing cultural leadership, influence and

knowledge to British Columbians.

Mission: We lead by supporting, empowering and advocating for the BC museum community.

Responsibilities

The Event Marketing Specialist's main responsibility will be supporting communications, administration, and community engagement of our 2021 online events and annual conference, including:

- Creating and scheduling social media posts and email campaigns
- Coordinating speakers and presenters for the 2021 annual conference
- Working with BCMA staff to promote online events and the annual conference to members
- Event planning

The BCMA annual conference (October 2021) is an important event for many industry professionals in BC. It is the only provincial conference focused on museum, gallery and culture professionals, and one of the largest networking opportunities of the year. In 2021, the BCMA is planning a hybrid conference that will have both virtual and in-person elements (public health orders allowing). The Event Marketing Specialist will gain experience in the emerging field of hybrid event planning and delivery.

In this role you will also get the opportunity to:

- Develop an in-depth understanding of BC's museum and cultural heritage sector.
- Build relationships with dozens of institutions and hundreds of cultural professionals across BC.
- Expand your professional network by working with our planning committee, volunteers, and event attendees.

In addition to managing social media and email campaigns, the candidate will provide key support for the annual conference coordination, including registration support and speaker liaison. They will also be encouraged to explore innovative new digital engagement and networking techniques being used by other conferences and symposia and develop an action plan for incorporating these techniques at future BCMA events.

Skills and Experiences

The BCMA team works in close collaboration and we foster a culture of mutual support and shared learning. We are looking for a candidate with the following skills and experiences, but also encourage applications from people who may possess different skillsets and are willing to learn and grow alongside us.

- Highly developed organizational and time management skills;
- Strong teamwork and collaboration skills;
- Strong digital literacy skills or interest in exploring new technologies;

- Strong written and verbal communication skills;
- Flexibility and a willingness to engage with a variety of people and ideas;
- Design and/or videography skills an asset;
- Software Skills: Microsoft Office, social media platforms (Twitter, Facebook, and Instagram) and knowledge of analytics, and Google applications. Experience with website content management systems (e.g., WordPress), video conferencing platforms (e.g., Zoom) and membership management and / or relational database software is an asset.
- Passion for arts, culture, heritage, diversity, and community.

Work environment and compensation

Work Week: Monday – Friday, 25-30 hours. Flexible scheduling may be possible. Compensation: \$19/hour, plus statutory benefits

A computer and any relevant software will be supplied to the Event Marketing Specialist.

To help protect the health of our staff during the COVID-19 pandemic, the entire BCMA team is working remotely for the foreseeable future. We welcome applications from any location in British Columbia.

Eligibility Criteria

Position is dependent on funding from Young Canada Works. To be eligible, youth must:

- be between 15 and 30 years of age at the start of the employment;
- have completed the school year at the start of employment;
- be registered in the Young Canada Works online candidate inventory;
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment*; and,
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

*Please note that international students are not eligible participants. International students include anyone who is temporarily in Canada for studies and who is not a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada.