
Job Description: Museum Engagement Coordinator

Date Approved:

Tenure: Term, Full-Time

Date of Last Update:

Reports to: Museum Manager

Next Review Date: March 2027

Position Overview

The Museum Engagement Coordinator is responsible for leading the planning and delivery of museum activation and programming activities at the Marine Museum of Manitoba. This role focuses on driving community involvement through outreach, fundraising, and membership initiatives while supporting the growth of the museum's collections and archival materials. Additionally, the Coordinator oversees the volunteer program, ensuring a robust and well-trained team is available to support museum operations.

1 Job Duties

1.1 Activation and Programming

- 1.1.1 Lead the planning, development, and delivery of museum activation activities and public programming.
- 1.1.2 Coordinate special activities and events that deliver on the museum's purpose and mandate.
- 1.1.3 Support the develop and implement of educational programs and museum content for diverse audiences, including schools, families, and adult learners.
- 1.1.4 Support the develop and deliver of museum content that aligns with school curriculum to support the inclusion of Manitoba's maritime heritage in lesson plans.

1.2 Outreach and Supporter Engagement

- 1.2.1 Leads outreach and engagement efforts with museum supporters, stakeholders, and partners.
- 1.2.2 Plans and delivers fundraising campaigns and donor initiatives to support museum growth.
- 1.2.3 Manage and execute membership drives to expand the museum's member base.

1.2.4 Support the Museum Manager in the delivery and administration of the museum's sponsorship program.

1.3 Collections and Archival Support

1.3.1 Support the development and maintenance of the museum's archive and artifact collection.

1.3.2 Assist with the cataloging, conservation, and documentation of archival materials.

1.3.3 Contribute to collection development in alignment with the museum's mandate and policies.

1.4 Volunteer Coordination

1.4.1 Coordinate the museum's volunteer program, including recruitment and attraction of new volunteers.

1.4.2 Lead the onboarding and training process for all volunteers.

1.4.3 Manage volunteer scheduling to ensure adequate coverage for daily operations and special events.

1.4.4 Serve as the primary point of contact for resolving volunteer-related inquiries or difficulties.

1.5 Community Engagement

1.5.1 Build and maintain strong relationships with the local community, stakeholders, and partners.

1.5.2 Plan and execute events, programs, and outreach activities to enhance community involvement.

1.6 Marketing and Promotion

1.6.1 Support the promotion of museum activities, events, and exhibits through various channels, including social media, press releases, and community partnerships.

1.6.2 Engage with tourism partners such as Tourism Manitoba, the Interlake Tourism Association, and Red River North Tourism to promote the museum and build the capacity of the museum to attract visitors.

1.6.3 Support the establishment and implementation of systems for tracking, measuring, and reporting on visitor attendance and economic impact.

1.7 Grant Writing and Fundraising

1.7.1 Identify grant opportunities and support the building of strong and enduring relationships with granting agencies.

1.7.2 Assist with the preparation, submission, and pursuit of capital and operating grants to support museum operations and capital improvement.

1.7.3 Lead the museum's donor management system and actively engage in fundraising initiatives to support the museum's growth and projects.

2 Qualifications

2.1 Education

- 2.1.1** Bachelor's degree in Museum Studies, Communication, Arts Administration, Business Administration, Public Administration, or a related field.
- 2.1.2** Completion of the Association of Manitoba Museums Certificate in Museum Practice or equivalent.

2.2 Experience

- 2.2.1** Experience in program coordination, event planning, or community engagement, preferably in the heritage sector.
- 2.2.2** Experience in volunteer management, including recruitment and supervision.
- 2.2.3** Experience writing, preparing, and submitting grant applications and filing all necessary reporting for successful grant fulfilment.
- 2.2.4** Proven track record in fundraising, membership development, or sales.

2.3 Skills

- 2.3.1** Superior interpersonal and communication skills with an aptitude for public speaking and writing.
- 2.3.2** Proficient in using Microsoft Office programs, specifically Excel, Word, PowerPoint and Outlook.
- 2.3.3** Proficient in website management using the WordPress content management system.
- 2.3.4** Proficient in using the CanadaHelps online donation management system and its related suite of tools.
- 2.3.5** Proficient in using social media channels and marketing tools.
- 2.3.6** Strong organizational skills and the ability to manage multiple projects simultaneously.

2.4 Other Qualifications

- 2.4.1** Valid class 5 Manitoba driver's licence
- 2.4.2** Current clear criminal record check
- 2.4.3** Current clear child abuse and vulnerable persons registry check

3 Responsibilities

- 3.1** The incumbent is responsible for the supervision and safety of volunteers which includes assigning, checking and evaluating work plus resolving all related difficulties.
- 3.2** The incumbent will regularly exchange information with the public and must use tact and discretion when handling requests or complaints.
- 3.3** Ensure all activities and volunteer tasks comply with the Manitoba Health and Safety Act and museum policies.

4 Health and Safety

- 4.1** Ensure work is performed in compliance with Manitoba Health and Safety Act and regulations and the museum's policies and procedures.

5 Comprehension and Judgement

- 5.1** The incumbent is expected to act independently while receiving oversight and guidance from the Museum Manager.
- 5.2** The Coordinator is expected to show initiative and is responsible for fulfilling all duties without constant supervision.
- 5.3** The incumbent is responsible for completing projects and other assignments on schedule and within the allocated budget.
- 5.4** The incumbent must be able to understand and interpret the by-laws and policies of the museum.
- 5.5** The incumbent must use tact and discretion when dealing with or settling requests and complaints from the general public.

6 Working Conditions

- 6.1** This position is a one-year term requiring a 40-hour work week with the incumbent having the autonomy and schedule flexibility to balance peak periods of activity which may require more than regular hours of work, with slower periods which require less than regular hours of work. This flexibility extends beyond any one pay period.
- 6.2** The incumbent will be expected to work evenings and weekends as operations may require it.
- 6.3** Attendance at meetings beyond normal business hours will be required.