

JOB DESCRIPTION

Benchmark Job #375

Ministry: Small Business, Tourism & Culture
Branch: Royal BC Museum
Location: Victoria

Working Title:
Level:
Classification:

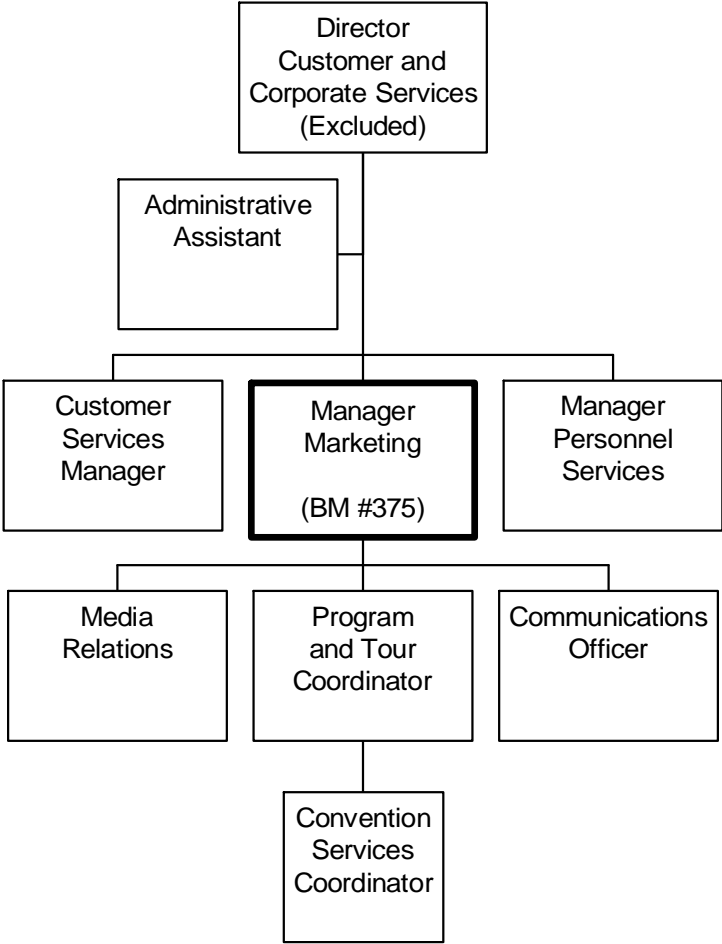
Manager, Marketing
Range 30
Administrative Officer

PRIMARY FUNCTION

To manage advertising, promotion, and communication services for the Royal BC Museum (RBCM), ensuring the Museum, support agencies and programs are given the maximum coverage on a cost efficient basis.

JOB DUTIES AND TASKS

1. Designs and administers a wide variety of programs and initiatives to promote the Museum
 - a. analyzes new markets for Museum activities and events and identify potential patrons
 - b. develops and implements cooperative and cross marketing programs with similar regional and national organizations and with tourism, recreational and educational institutions
 - c. directs surveys of RBCM patrons regarding RBCM events, service quality, fee structures, pricing programs, and new products to determine future fee structures
 - d. directs exit interviews and directs focus group testing with RBCM patrons
 - e. develops marketing programs for the Museum special events (e.g. world class premiere events)and expanded services (e.g. bus tours, conventions, conferences)
 - f. prepares media advertising and promotions for Museum programs and exhibitions, including brochures, guides for special events, press packages
2. Develops and implements an annual marketing plan and long range strategies
 - a. develops the promotion and advertising initiative for the Museum
 - b. negotiates with various newspapers, radio stations, etc. for special rates on advertising
 - c. establishes systems for the effective implementation and monitoring of marketing programs
 - d. anticipates marketing requirements and develops specific objectives for marketing activities
 - e. reviews resource material to identify changes in travel patterns, transport modes, and tour trends
3. Control budgets and contracts for marketing material and services
 - a. meets annual revenue targets in excess of \$3.3 million for admission, gallery rentals, and eco-tours
 - b. administers a budget and negotiates contracts
 - c. prepares terms of reference for contract services (e.g. bus boards, radio spots), reviews bids and chooses bidder, monitors work, and evaluates results
 - d. tracks expenditures and makes project changes as required
 - e. negotiates service agreements with tourism agencies, and markets to tour operators at trade shows
4. Provides marketing advice and expertise
 - a. develops marketing and communication initiatives with key contacts throughout the province in government, commerce, industry, aboriginal peoples, education, and related organizations and maintains communications and working relationships to expand marketing initiatives of the RBCM
 - b. negotiates with officials of Tourism Victoria and Tourism BC in order to obtain funding for exhibits
 - c. initiates active international media campaigns in conjunction with other tourism operators
 - d. enters into joint promotions with similar operators (Whales Exhibit – Whale Watching Operators)
 - e. promotes the RBCM on a world-wide basis for travel destination, gallery rentals, and conferences
 - f. represents the Museum at sensitive and controversial media sessions and prepares communication responses.
5. Supervises marketing and communications staff (4 FTEs)
 - a. supervises staff, including hiring and training
 - b. plans, assigns and reviews work
 - c. sets work priorities and standards
 - d. appraises work performance, initiates disciplinary action, as required



REASON FOR CLASSIFICATION

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FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand all related issues of the marketing program for the Royal BC Museum and as the authoritative market expert for the museum.</p>	I	305
2	<p>MENTAL DEMANDS Judgement to plan, organize, and evaluate the marketing program which requires adapting private sector marketing practices to a quasi-public sector organization to compete with private sector organizations for the same clients and to incorporate external changes in the tourism sector.</p>	H	250
3	<p>INTERPERSONAL COMMUNICATIONS SKILL Persuasion required to use basic negotiation skills to negotiate service agreements with tourism agencies and funding for exhibits.</p>	D	45
4	<p>PHYSICAL COORDINATION AND DEXTERITY Some coordination and dexterity required to use a keyboard to produce reports with a minimal requirement for speed.</p>	B	10
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general museum plans and policies, plans and organizes the marketing program, which impacts on the success of the Royal BC Museum.</p>	G	190
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Major financial responsibility with significant discretion to identify potential markets to attract patrons to the RBCM, forecast and set fee structures for services, develop marketing plans and strategies and promote the museum to meet annual revenue target in excess of \$3.3 M for admissions, gallery rentals and eco-tours.</p>	G	58
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Significant responsibility to control the release of information to the media and the public through media sessions and communication initiatives.</p>	D	22.5

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FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to supervise communications and marketing staff, appraise employee performance and take disciplinary action when required (4 FTE).	DE	20
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Moderate care and attention to facilitate access to educational programs at the Royal BC Museum for the enjoyment of the public, tour groups and conventioners.	C	15
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused sensory concentration to frequently visually focus to prepare reports by a target date and manage concurrent projects.	C	12
11	PHYSICAL EFFORT Moderate physical effort to frequently visually focus to prepare reports.	C	12
12	SURROUNDINGS Exposure to regular overnight travel to national/international marketing conferences to represent the museum.	B	4
13	HAZARDS Minimal exposure to hazards from regular keyboarding to produce reports.	A	2

Total Points: 945.5

Level: Range 30