

Programming & Communications Coordinator

Position: Full-time, permanent – 35 hours week

Salary:

\$42,000* annually, commensurate with experience.

(After 3 months of employment, staff are also entitled to apply for employee benefits.)

*salaries at the Museum of Health Care at Kingston are currently under review

Job Description

Administration

- Attend Staff Meetings
- Programming & Collections Committee (*Serve as ex-officio staff member, schedule as needed, take minutes*)
- Policy Manual (*revisions as needed, in collaboration with Core Staff and Board Members*)
- Communications & Information Management (*answer/forward telephone, process/forward/prepare postal and electronic correspondence, answer inquiries from public, maintain administrative files and filing procedures, monitor e-mail inboxes and respond to/forward inquires as needed*)
- Statistics (*Develop key performance measures for programming, tally monthly and annually for visitors, events, website, social media, etc.*)
- Monitor, maintain and research new stock for museum gift shop (*in collaboration with Museum Director*)

Personnel

- Hiring and Training (*Assist Museum Director with Work Study [WS], Summer Work Experience Program [SWEP], Internship and Alternative Practicum [Alt Prac] student interviews, hiring and training processes*)
- Work Plans (*Develop and supervise work plans for WS, SWEP, Alt Prac and Internship students, in collaboration with Museum Director*)
- Volunteers (*Responsible for recruitment, scheduling and recognition for all volunteers in programming sector*)
- Staff/Volunteer Recognition (*coordinate recognition events including annual volunteer and summer recognition events – in collaboration with Museum Director & other staff*)

Communications, PR, Website & Social Media

- Annual Report (*prepare data and written material for inclusion*)
- Monitor and adhere to branding guidelines (*re: logo, fonts, colours, etc.*)
- Distribute Museum marketing materials and publications

- Prepare museum mailings (*in collaboration with Board Chair and Museum Director*)
- Newsletters (*prepare and send monthly and periodic e-newsletters; manage subscription lists*)
- Public Relations (*prepare, edit, and disseminate written PR materials, including press releases and online events listings; museum newsletters; coordinate distribution of posters, brochures, etc.; maintain media and community contact lists; research new advertising avenues*)
- Attend Tourism Kingston Creative Committee for Digital and Visual Communicators meetings as scheduled
- Website (*participate in website maintenance, adding and editing content and graphics as required, including maintenance of MHC listings on other websites*) Social media (*prepare content, schedule and maintain MHC social media profiles: Twitter, YouTube, Instagram, Facebook, etc.*)
- Audiovisual (*record, edit and/or upload audio/video documentation of MHC media appearances, public lectures, special events, interviews, etc.*)
- Blog (*plan and administer blog and editorial calendar; solicit and edit content from Staff and volunteers; monitor/respond to/forward comments - in collaboration with other staff*)
- Maintain policies for and content of Museum social media profiles (Facebook, Twitter, etc.)
- Communicate with media contacts, provide and manage interviews (local and mass media), maintain distribution lists
- Design posters, brochures, paid advertisements, and other materials

Museum Programs

- Visitor Services (*attend to “door duty” as scheduled, greet visitors and answer their questions, coordinate front desk, open & close Museum daily, carry out basic, daily/weekly maintenance, process gift shop sales, maintain museum print resources*) Events (*develop event/program budgets and projections; research and negotiate with suppliers; participate in event planning including décor, entertainment, RSVPs, etc.; Represent MHC at community events and booth displays as needed*)

Education and Interpretive Programs

- Facilitate on-site and off-site education programs for a variety of audiences
- Research, develop, and test new education programs and revise existing programs as needed (*in consultation with other staff and Programming Committee*)
- Maintain and update Education Program Manuals and program supplies
- Plan, set-up, and deliver annual schedule of programs and guided tours with delivery support from interpretive staff and volunteer docents, including:
 - Programs for Schools, Day Camps, and Other Groups
 - Family Programs, including:
 - March Break Programs (March of the Museums)
 - Family Day Program (Teddy Bear Hospital)
 - October (Halloween) Program
 - Holiday (December) Program
 - Guided Tours, including:

- Gallery Tours
 - Walking Tours
- o Online Education Programs and Presentations
- Handle all program bookings, inquiries, and follow-up
- Solicit, evaluate, and compile program participant feedback
- Organize MHC portion of and attend community events including Doors Open Kingston, Princess Street Promenade, etc.
- Participate as committee member of Kingston Association of Museums (KAM) Programming & Community Engagement Committee (*attend meetings, network with other local museum educators*)
- Maintain relationships with and provide regular information to local school board representatives
- Maintain contact lists for educators and family program participants
- Special Events
- Schedule, plan, and facilitate special events (public lectures, exhibition openings, receptions, fundraising galas/events, annual nursing week event, Board and donor receptions, etc.) (*in collaboration with Museum Director and Curator*)

Advancement (*in collaboration with Museum Director*)

- Strategies (*participate in development and implementation of advancement projects; participate in recruitment, follow-up, and recognition of/with external sponsors and donors*)
- Initiate and write project and operating grant applications and reports (*under supervision of the Museum Director and in collaboration with other Museum staff and/or Board and Committee representatives as per the subject of the grant*)
- Members & Donors (*coordinate membership renewal and other mail-outs to constituency; liaise with current and new contacts; produce/maintain/design member/donor lists, membership/donation forms/brochures, and member/donor recognition systems; draft letters to Museum members*)
- Seek new revenue sources in consultation with Advancement Committee.

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The successful candidate will possess:

- A degree and/or diploma in a field that is applicable to the mandate of the Museum or equivalent
- Experience in program development and delivery (all age groups)
- Communications experience, preferably in the cultural heritage sector, including social media management and media relations;
- Demonstrated skill with relationship building and seeking strategic partnerships
- Graphic design skills/experience, particularly with promotional materials;
- Knowledge of Canadian history;
- A demonstrated ability to work effectively with teams and committees.

Additionally, proficient bilingual ability in written and spoken French and knowledge of Indigenous history or education will be considered an asset.

To apply, please submit via email a cover letter, resume, and three references with contact information (.pdf or Word .doc formats only) by **5:00 pm on September 12, 2024** to:

Rowena McGowan, Curator and Acting Museum Manager

MUSEUM@kingstonhsc.ca



Museum of Health Care (Ann Baillie Building, National Historic Site) | 32 George St., Kingston, ON, K7L 2V7 | (613) 548-2419
MUSEUM@kingstonhsc.ca | www.museumofhealthcare.ca | www.museumofhealthcare.blog | www.mhc.andornot.com