



Employment Opportunity

Business Manager, Ross Farm Museum

About Ross Farm Museum

Ross Farm Museum, located in the scenic village of New Ross, Nova Scotia, is a living history, working farm museum that offers visitors a unique opportunity to step back in time and experience life on a working farm in the 19th century. The Museum is in Mi'kma'ki, the traditional and ancestral territory of the Mi'kma'ki people. The Museum is located on land originally granted to Captain William Ross and other disbanded soldiers of the Nova Scotia Fencible Infantry following the War of 1812 and the Napoleonic Wars. We are part of the Nova Scotia Museum, and one of 28 provincial sites.

Rosebank Cottage, built in 1817 by Captain Ross and his family, remains the centrepiece in our collection of historic buildings which include a blacksmith shop, stave mill, cooperage, workshop, store, and barns. We remain a working farm, cultivating historic crop varieties, using traditional practices, and raising heritage livestock breeds. Our heritage interpreters also demonstrate traditional domestic skills including cooking, weaving, and processing natural fibres.

The Ross Farm Museum visitor experience begins in the recently constructed, 6,900 sq ft, Learning Centre that houses retail (The Pedlar's Shop), extensive exhibition/performance spaces, administrative offices and boardroom, an archive and research center and a fully equipped café.

Our dedicated team is committed to preserving the physical fabric of the Ross Family Farm and sharing the rich agricultural heritage of Nova Scotia. In doing so we strive to develop awareness of traditional heritage skills and agricultural practices as a means to contributing to contemporary discussions on sustainable agriculture, food security, material culture and rural economic development. At the same time, we recognize the role of the farm in interpreting tangential themes related to European settlement in Nova Scotia such as reconciliation, the use of natural resources and natural capital, and climate change.

We are currently seeking a passionate and talented individual to join us on this journey as the Business Manager.

Job Title: Business Manager
Reports to: Executive Director
Status: Permanent Fulltime
Location: Ross Farm Museum
Hours: 40 Hours per week. Normally 8:00 am to 5:00 pm weekdays, weekend and holiday work as required.
Salary: \$32.38-\$39.36



SCOPE

The Business Manager at Ross Farm Museum oversees all revenue-generating activities, including the Pedlar's Shop, online store, Hearth Room Café, workshops, heritage carpentry, breeding program, coopering, and blacksmith services. This role requires a strategic, entrepreneurial approach to business development to generate additional revenue beyond operating grants. The individual will enhance museum marketing through the creation and delivery of materials that promote Ross Farm Museum's heritage and enhance visitor experience.

SUMMARY OF FUNCTION

The following is a general outline of the duties and responsibilities of the Business Manager. The list is not intended to be all-inclusive or to limit the Executive Director to assign other duties as required.

Revenue Generation

1. Identify and pursue new revenue-generating opportunities.
2. Reports to the Executive Director to ensure all business activities align with the museum's strategic goals of preserving heritage skills and enhancing visitor experience.
3. Monitor market trends and competitor activities to inform business strategies.
4. Collaborate with staff to integrate business initiatives with educational programming.
5. Optimize commercial potential and adequately gauge, scope, and price work.

Financial Management

1. Work with Financial Officer to manage budgets for all revenue-generating activities.
2. Analyze financial reports and make data-driven decisions to optimize profitability.
3. Ensure all business activities comply with financial policies and budgetary constraints.
4. Prepare and present regular reports to the Executive Director on business performance.
5. Develop and manage site fee schedule for venue bookings and rentals.

6. Responsible for advertising budget.
7. Seek out additional grants and funding to enrich onsite services.

Retail Oversight

1. Oversees management of gift shop including staff in the performance of their duties.
2. Enhance gift shop to create a 'buyers' paradise' with clear visual themes, strategic product placement, and one-of-a-kind finds, focusing on handmade, Atlantic, or Canadian-made items.
3. Optimize the Museum's online store to create a user-friendly shopping experience and increase revenue.
4. Manage and streamline point of sale system.
5. Brand and market Ross Farm Museum products.
6. Maintain POS systems, inventory management, and accurate digital records.

Marketing and Promotion

1. Initiate research, development, and implementation of innovative marketing programs to attract new audiences and boost revenue generation.
2. Oversee management of social media, website, and marketing platforms.
3. Produce captivating promotional materials for site, programs, and online platforms.
4. Develop narratives and storytelling methods to enhance marketing efforts.
5. Produce videos for the museum's YouTube channel.

Customer Engagement

1. Ensure excellent visitor experience across all revenue-generating activities.
2. Address customer feedback to enhance visitor satisfaction.
3. Develop offerings to increase audience engagement and repeat visits.

QUALIFICATIONS

Education and Experience

1. Completion of a degree or diploma from a post-secondary institution in Business Administration, Economic Development, Marketing, Hospitality Management, or similar field; or equivalent experience.
2. Minimum of 1-3 years' experience in a similar position.
3. Or an acceptable combination of education and experience.

Skills and Competencies

1. Business management experience, preferably in a cultural institution or hospitality setting.
2. Proven leadership abilities to perform as a team player and manage effective relationships.

3. Ability to work with limited supervision, high level of sound judgement, and reasoning.
4. Strong financial discernment with experience in budgeting, financial analysis, and reporting.
5. Demonstrated proficiency in digital marketing, online sales, and merchandising skills.
6. Strategic decision-making and strong analytical skills.
7. Strong project management skills to manage multiple priorities and competing deadlines.
8. Excellent communication skills, adept at human relations, and conflict resolution.
9. Passion for heritage, culture, and education is highly desirable.

Work Environment

The Business Manager holds a dynamic position, working within a heritage museum setting. Flexibility in working hours may be required, including weekends and holidays, to support museum activities and events.

Working Conditions

Must have valid driver's license as some travel is required.

Benefits

The following benefits are available: Health, Dental, Life Insurance, Critical Illness, Long Term Disability, Vacation, and matching RRSP contributions.

Employment Equity Statement

Our goal is to be a diverse workforce that is inclusive and representative, at all job levels, of the communities we serve. We welcome applications from all equity groups. If you are a member of an equity group, please self-identify on your electronic application.

How to Apply

- Only electronic applications will be accepted.
- To apply, send a resume and cover letter, attention to Business Manager at rossfarm@novascotia.ca.
- Please be sure to demonstrate in your application how you meet the above qualifications.
- Applications must be received by end of day on **Sunday, August 11, 2024**.
- We thank all applicants for their interest; however, only those selected for an interview will be contacted.