

New Ross District Museum Society, operating Ross Farm Museum for the Province of Nova Scotia since 1970

**Ross Farm Museum** is **NOW HIRING** for the position of: **Marketing and Communications Coordinator**

Ross Farm Museum is a window into the past of Nova Scotia’s rich agricultural history with many things to see and do that the whole family will enjoy. Established in 1970, Ross Farm Museum is located on Highway 12 in New Ross, Nova Scotia. It is a living, working, farm museum depicting 150 years of agriculture in the province. It is also a center of learning and community networking. We are a part of the Nova Scotia Museum family of 28 museum sites across the province. Ross Farm Museum is governed by the New Ross District Museum Society, an independent non-profit society.

The museum is open year-round, offering activities to visitors, schools and other groups that change with the seasons. Ross Farm Museum emphasizes the skill sets of the pre-petroleum farmer, and as such takes on an important educational function. Our mandate is to make these skills relevant to 21st century life.

The position of **Marketing and Communications Coordinator** will be full-time, year-round, and will evolve into a permanent position with a successful performance review after six months of employment.

As the Marketing and Communications Coordinator, you will be responsible for the marketing of the museum, learning center and programs. Specifically, this will involve developing and updating the marketing plan and creating and implementing the marketing and communications mix – in traditional and online formats. You will be responsible for advertising content creation and delivery, social media marketing. as well as managing the online presence of Ross Farm Museum. You will work with the Online Marketing Officer of the Nova Scotia Museum to ensure that our website content is up to date and aligns with the approach endorsed by the Nova Scotia Museum. You will engage in team work to understand and help develop an effective marketing strategy for visitation, retail and fabrication functions. You will assist in the merchandising of our retail spaces, including online.

You will be responsible for creating digital educational content that can be used by our partners in educational and cultural institutions, as well as our own promotional, documentary, and informational goals.

You will coordinate partnerships with community groups to further understand and develop activities, workshops and special events with the Museum and Learning Centre.

**Required Qualifications:**

* Recognized degree in marketing, social media marketing, business communications or similar field
* Demonstrated knowledge and understanding of digital content creation and advertising
* Experience in social media marketing and management, including the Meta channels and YouTube
* Experience with marketing planning and strong aptitude and desire to learn
* Strong organizational skills and attention to detail
* Excellent communication skills and keen interest to network with community and partners
* Ability to exercise a high degree of judgement

**Expectations:**

* Able to work at least 40 hours each week year-round, with scheduled time off
* Willingness to learn and adapt to a continuously changing, fast paced, team-oriented work setting
* Able to work on alternate weekends, flexible with scheduling
* Fully computer literate with experience in Adobe graphics software (LR, PS, AI)
* Willing to be hands-on in delivering solutions
* As well as marketing and communications, able to apply expertise to retail environments
* Available as soon as possible.

**Assets:**

* Experience with partnership development and management
* Experience in video production and editing
* Experience in retail
* Experience with point of sales hardware/software and other IT hardware
* Interest in agricultural and Nova Scotian history
* Interest in the diverse communities of the province and associated histories
* Language skills in a recognized Nova Scotian language other than English – French, Mi’Kmaq

**Cover letter & Resume and all supporting documents** must be received at Ross Farm by **5:00pm August 12, 2022**

Supporting documents may include relevant professional certifications (OHS, WHMIS for Managers, First Aid, Drivers Abstract, etc.). These are not required at the time of application but may be requested for the interview if such certifications are indicated in the resume.

The successful candidate will be asked to submit a Criminal Records Background Check and a Child Abuse Registry check available from the RCMP detachment office of the jurisdiction of your residence.

Ross Farm Museum is open to the public 12 months a year.

Competitive pay. 40 hrs per week. Bi-weekly pay periods.

**Apply in writing via post or email to:**

Ross Farm Museum 4568 Highway 12 PO Box 238 New Ross, N.S. B0J 2M0

Attn: Pete Cullen

E-mail peter.cullen@novascotia.ca

Phone: 1-877-689-2210

**Only those selected for an interview will be contacted**

Candidates to be interviewed should expect to be contacted by or before August 22 to arrange an interview date. At the interview the candidate will be asked to discuss the skill-set outlined in their resume and cover letter, be given a tour of the museum and a description of activities that take place year round, and may be asked to perform a practical task in content creation/social media management. This may involve ad creation, social media management or involvement in a component of marketing planning. Candidates selected for interview should expect the process to last the whole day.

Our goal is to be a diverse workforce that is representative, at all job levels, of the citizens we serve.  We welcome applications from Indigenous People, African Nova Scotians and Other Racially Visible Persons, Persons with Disabilities and Women in occupations or positions where they are under-represented.  If you are a member of one of these equity groups, you are encouraged to self-identify on your application.

4568 Highway 12 902-689-2210



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