

VISITOR SERVICES, SOCIAL MEDIA & RETAIL COORDINATOR

ROLE DESCRIPTION

LOCATION: Canmore, Alberta (on-site)

REPORTS TO: Operations Manager

POSITION TYPE: Permanent | Full-time (37.5 hours per week, Wednesdays to Sundays)

SALARY: \$22 per hour

BENEFITS: Full health benefits plan after 3-month probation period

VACATION: A 4% vacation pay entitlement will be accrued and included with each pay

ABOUT THE CANMORE MUSEUM

The Canmore Museum connects people through the stories of our mountain town and landscape. We strive to create engaging and inclusive experiences that inspire curiosity, spark conversation, and foster a deeper appreciation for the history and culture of Canmore and the Bow Valley.

ABOUT THE POSITION

The Visitor Services, Social Media & Retail Coordinator at the Canmore Museum is responsible for shaping the visitor experience, focusing on creating engaging content for social media and increasing audience engagement. This role includes overseeing front desk operations, delivering excellent customer service, and supporting retail by curating products aligned with the museum's mission. The Coordinator also plays a key role in promoting museum events and programs, ensuring a memorable experience for all visitors. The ideal candidate is a creative storyteller with a passion for digital marketing and visitor engagement.

RESPONSIBILITIES

VISITOR SERVICES

- Serve as the first point of contact for visitors, providing a warm and welcoming experience.
- Process admissions, memberships, and program registrations.
- Provide information about museum exhibits, programs, and events.
- Handle visitor inquiries and feedback, ensuring a positive guest experience.
- Maintain membership records and process membership purchases and renewals.

SOCIAL MEDIA

- Lead the creation and scheduling of social media posts to highlight exhibitions, events, and museum updates.
- Capture photos and video clips at programs and events for use on social media and other digital platforms.
- Help design simple promotional graphics and materials using tools like Canva.
- Contribute short articles or features for the museum's blog and e-newsletter.
- Support the preparation and distribution of the monthly e-newsletter.

RETAIL

- Manage all aspects of the museum shop, including inventory management, merchandising, and sales.
- Track sales and analyze retail performance, implementing strategies to drive revenue.
- Maintain accurate records of transactions, stock levels, and supplier relationships.

ADMINISTRATION

- Provide phone reception for the Museum's visitor services phone line.
- Respond to general inbox emails and inquiries.
- Assist with programming and events, working flexible hours when necessary.
- Maintain bookings and manage installation and takedown of community banners at the NWMP Barracks.
- Assist the Operations Manager in all aspects of Museum administration, including processing paperwork, conducting research, and maintaining records and statistics.

WORK ENVIRONMENT

The Visitor Services, Social Media & Retail Coordinator is part of the core team who oversee the functions of museum practice and operations at the Canmore Museum. The Canmore Museum is committed to fostering an inclusive and accessible environment where all employees and members of the public feel valued, respected, and supported. We are dedicated to building a workforce that reflects the diversity of the public and the communities in which we live and serve.

JOB QUALIFICATIONS

The ideal candidate will have:

- Post-secondary education in arts, business, heritage/museum studies, hospitality or other related field (preferred)
- Experience in social media management, digital marketing, or graphic design, with proficiency in creating engaging content
- Progressive retail experience with a minimum of 1 year's retail management experience. This includes merchandising, ordering, tracking sales, inventory, cash handling, cash registers, and POS systems
- Excellent communication and time management skills
- Ability to maintain healthy working relationships
- Computer skills including POS systems (Square preferred), and Google Workspace
- Knowledge of and enthusiasm about the history and community of Canmore and the Bow Valley

HOW TO APPLY

We thank all candidates for their interest, however only those selected for an interview will be contacted.

Please send a detailed resume and cover letter to:

Attention: Operations Manager | operations@canmoremuseum.com.