



MARKETING SPECIALIST (6 month contract)

ABOUT THE CANMORE MUSEUM

The Canmore Museum is a not-for-profit society founded in 1984, and has been the trusted custodian of our shared heritage, collective memories, and what matters most to this community for nearly five decades. Our work is a catalyst for community building, collective learning, and social sustainability. Our mission is to ignite collective experiences and unexpected connections. To do this, we consistently bring people together around our shared mountain landscapes and Bow Valley art, culture, heritage, and places, incorporating STEAM learning (science, technology, engineering, art and math) in creative ways to build a stronger, more connected community.

The Canmore Museum is deeply committed to the work of community building through culture and history, and to bridging diverse communities together to strengthen society. This includes a commitment towards Truth and Reconciliation with Treaty 7 Indigenous communities, and equity, diversity and inclusion. We embark on this journey with humility, as we build relationships with the many diverse communities and histories, here in Canmore.

ABOUT THE OPPORTUNITY

The Canmore Museum is seeking a results-driven Marketing Specialist to lead a focused, high-impact campaign aimed at significantly increasing awareness, visitation, and summer/fall revenue. This short-term contract role is designed to deliver immediate, measurable results while also establishing efficient marketing systems that reduce the day-to-day workload of the Executive Director.

The successful candidate will take ownership of marketing strategy and execution, with a strong emphasis on digital marketing, local partnerships, and visitor conversion during the peak tourism season.

This is an exciting opportunity to make a tangible impact in a vibrant mountain community by helping elevate the profile and success of one of Canmore's Key cultural institutions.

RESPONSIBILITIES

Marketing Strategy & Execution

- Develop and implement a targeted 6-month marketing plan aligned with summer tourism trends in Canmore and the Bow Valley
- Identify and prioritize high-impact channels to quickly increase visibility and visitation
- Manage and optimize digital campaigns (social media, Google Ads, email marketing)

Content & Campaign Development

- Create a variety of engaging content showcasing museum exhibits, events, programs, and fundraising campaign
- Coordinate and execute promotional campaigns tied to peak visitor periods and local events
- Oversee website updates to improve user experience and conversion

Partnerships & Community Engagement

- Build relationships with local tourism operators, hotels, and businesses to drive referrals
- Collaborate with regional tourism organizations to amplify reach
- Identify cross-promotional opportunities within the Bow Valley, Calgary and Edmonton
- Effectively communicate benefits and discounts of membership

Performance Tracking & Reporting

- Establish clear KPIs focused on awareness, attendance, and revenue growth
- Monitor campaign performance and adjust strategies in real time
- Provide regular reporting and actionable insights to the Executive Director

Operational Support

- Streamline marketing processes, tools, and templates to improve efficiency
- Reduce reliance on the Executive Director for day-to-day marketing activities, work with team to improve storytelling and content creation
- Document systems and recommendations for long-term sustainability

QUALIFICATIONS

- 3+ years of experience in marketing, preferably in tourism, arts, culture, or non-profit sectors
- Proven ability to deliver measurable results in short timeframes
- Strong digital marketing skills (social media, paid ads, email platforms, analytics)
- Experience with content creation (writing, basic design, photography/video a strong asset)
- Excellent organizational and project management skills
- Self-starter with the ability to work independently and prioritize effectively
- Experience with wordpress, meta ads, seo optimization and Canva
- French language proficiency is considered an asset.

SUCCESS OUTCOMES

- Significant increase in museum visitation and revenue
- Measurable growth in digital reach and engagement
- Strong local partnerships contributing to visitor traffic (hotels and tourism partners)
- Reduced marketing workload for the Executive Director through improved systems and execution

COMPENSATION

This is a fixed contract rate of \$30,000 for the 6 month period. We thank all candidates for their interest, however only those selected for an interview will be contacted.

To apply, please submit your resume and cover letter to Lisa Isley, Executive Director, at director@canmoremuseum.com.