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780-452-9100

The Edmonton Space & Science Foundation Manager, Marketing and Community Relations Out of Scope

Join TELUS World of Science – Edmonton (TWOSE) as we embark on our 40^{th} trip around the sun! Situated in the heart of amiskwacîwâskahikan $\sqrt[4]{r^6} \cdot \sqrt[4]{r^6} \cdot \sqrt[4]$

We take pride in building a culture that is diverse, equitable, and inclusive. Science is for everyone, and the Science Centre team is as diverse as our guests. We encourage Black, Indigenous, and racialized peoples, persons living with disability and neurodiversity, women, sexual and gender minorities, and members of all minority groups to apply.

Be part of an organization that values diverse perspectives, identities, abilities, and expressions. From cosmic discoveries through telescopes to 'Aha!' moments under microscopes, join the Science Centre as we celebrate the endless possibilities of science for the next 40 years!

POSITION SUMMARY:

As the Manager of Marketing & Community Relations, you will be instrumental in shaping our brand identity, driving community engagement, and executing strategic initiatives. Reporting to the Director of Marketing & Community Relations, you will oversee the collaborative operations of the Marketing and Community Relations team, work with colleagues across the organization to bring strategic initiatives to life and ensure impactful community engagement

DUTIES AND RESPONSIBILITIES:

- Develop and implement comprehensive and integrated engagement strategies for exhibitions, programs, and events to enhance brand awareness and achieve organizational goals.
- Create compelling campaigns that integrate engagement and fundraising opportunities to support the Science Centre's goals.
- Manage marketing and community relations projects and from start to finish, ensuring timely delivery, budget adherence, and alignment with strategic objectives.
- Stay updated on the latest trends and developments in events, marketing, and outreach strategies.
- Monitor and adjust campaign performance metrics to meet goals.
- Collaborate with internal teams to enhance communication and ensure cohesive marketing and community relations efforts.
- Manage the cross-functional participation of TWOSE teams in external and community events.
- Identify and develop partnership opportunities to boost organizational awareness and community involvement.





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- Build and maintain relationships with community members and key relationships.
- Act as an ambassador for TWOSE through the participation in government and media relations events and initiatives.
- Prepare and present reports on projects and programs to showcase impact and inform strategy.

QUALIFICATIONS:

Knowledge and Abilities:

- Excellent interpersonal, communication, and presentation skills.
- Proficient in budgeting, writing, time management, and problem-solving.
- Highly organized, detail-oriented, and able to thrive in a dynamic environment.
- Proficient with Microsoft Office (Outlook, Excel, SharePoint).
- Experience with digital marketing tools and editing programs.
- Good knowledge of public relations, marketing and sales techniques.
- Ability to drive and access various locations as needed.

Education and Experience:

- Bachelor's degree in Marketing, Communications, Public Relations, Business Administration, or related field.
- Minimum of 5 years of experience in community relations, business development, fundraising, advertising, or marketing.
- Proven success in event management and relationship building.
- Strong understanding of governmental structures and funding opportunities.
- Valid driver's license and reliable transportation.

Note: A clean Police Information Check including the vulnerable sector is a condition of employment for successful candidates. The check must be completed prior to commencement of work and is the financial responsibility of the candidate.









Wages: TELUS World of Science—Edmonton offers a competitive salary commensurate with experience and a generous manager-level benefits package. The position is based in Edmonton. **Please indicate wage expectations on the accompanying cover letter.**

Hours of Work: 75 hours biweekly. Standard work schedule is Monday to Friday from 8:30 am to 4:30 pm. Flexibility is required to accommodate evening/weekend events.

Opening Date: September 16, 2024 **Closing Date:** September 30,2024

How to Apply: hr@twose.ca

Please include cover letter and resume in one document. We thank all applicants and advise that only those selected for an interview will be contacted.