



Museum Experience Associate Job Description

The **Museum of Ontario Archaeology** (MOA) is an independent registered charity supporting the education and preservation of Ontario's archaeological heritage. The Museum curates millions archaeological artifacts from across Ontario from all time periods and is located adjacent to the ancestral village called the Lawson Site on Medway Valley Heritage Forest. It is a provincially designated archaeological site once inhabited by a community of up to 2,000 Indigenous peoples in the 16th century. As a heritage site, public museum, collections repository, and research institution, the MOA draws visitors and tourists of all ages from all regions of the globe seeking to learn more about Ontario's past.

The MOA is seeking an enthusiastic and engaging **Museum Experience Associate** to start in early 2019. As one of the first points of contact for the Museum, this MOA team member will ensure an enjoyable and memorable visit through exceptional customer service, proactive and diverse community engagement, task coordination, and efficient organization. The Experience Associate plays a significant role in marketing and promotional activities, will be encouraged to generate ideas, grow in this position, and use their wide skillset to make a meaningful difference at the MOA.

The position is best suited to a team member who has strong communication and marketing skills, is comfortable with computers and communication software, detail and deadline-oriented, creative, flexible, and has experience in public service.

CORE RESPONSIBILITIES

Community Engagement

- a. Conceptualize, write, monitor, and track a variety of relevant, informative, and engaging copy that contributes to core marketing functions such as social media posts, press releases, e-newsletters, blogs, and website. Relevant software includes Facebook, Twitter, Instagram, YouTube, Constant Contact, and WordPress.
- b. Using Google Analytics and other measurement tools, provide reports on metrics and strategize promotional and marketing material for community development efforts.
- c. Manage distribution lists, newsletters, event promotion, surveys, marketing software tools such as Constant Contact, Google Analytics, and Hootsuite.
- d. Assist with grant writing, sponsorship appeals, networking, and hosting of events and public programming to promote and engage with the MOA.
- e. Coordinate, screen, and recruit for volunteers to ensure the best match between Museum needs and volunteer skillsets, qualifications, and interests.
- f. Orient, monitor, schedule, and oversee volunteer check-in procedures, ensuring records and hours are maintained according to established procedures and volunteers are recognized for their contributions both informally and formally.



- g. Flexibility to occasionally extend beyond core responsibilities and regularly scheduled hours to ensure Museum tasks are completed as required and the MOA is a welcoming and organized place to visit and work.

Visitor Service

- a. Provide exceptional customer service by welcoming guests attentively and engaging visitors with information about MOA programs, services, exhibits, and narratives.
- b. Conduct retail sales, monitor and respond to on-line gift-shop sales, monitor and re-order stock, stack shelves, and ensure gift-shop is inviting, tidy, and professional.
- c. Answer front-desk, phone, and email inquiries and process program, event, room, and equipment bookings.
- d. Train, develop, and monitor the quality of visitor services.
- e. Ensure concierge information is appropriate, informative, and up-to-date.
- f. Ensure the accurate tracking, monitoring, and compilation of visitor statistics and user surveys.

RELATIONSHIPS

- Under the direction of the Executive Director, the Experience Associate will work collaboratively with other Museum departments to ensure temporary and seasonal Staff and volunteer tasks are well coordinated and productive.

WORKING CONDITIONS

- Work space locations within the Museum will vary depending on activities and organizational requirements.
- Will be required to stand at reception and may conduct tours through gallery, greenspace, and Medway Valley.

REQUIREMENTS

- Experience and comfort with computers, office software, and digital marketing tools.
- Experienced customer service and communication skills; ability to professionally engage and converse with people of all ages and backgrounds.
- Demonstrated ability to communicate effectively in writing, and orally, and to tailor communications to meet audience expectations.
- Demonstrated organizational skills and ability to work with minimal supervision.
- Skilled at developing and maintaining effective working relationships with other employees, the public, as well as education, museum, and archaeological communities.
- Demonstrated leadership and team-building skills with the ability to be flexible and adaptable.
- Familiarity with Photoshop, Hootsuite, Constant Contact, Podio, Google Analytics, PastPerfect, and WordPress would be strong assets.
- Museum, not-for-profit, or charity experience a strong asset.



COMPENSATION

- Position starts early January, 2019.
- 12-month fixed term contract with opportunity for renewal.
- 37.5 hours/week, Wednesday-Sunday, 9:30 am - 5:00 pm with some evenings and weekends required.
- Salary will be \$31,200 per annum, less statutory deductions.
- One-week paid holiday between Christmas and New Year's Day.
- Eligible for Attractions Ontario Reciprocal Program benefits.

The Museum of Ontario Archaeology is committed to principles of employment equity and inclusivity and to achieving a representative workforce.

Please send a digital cover letter, current resume/CV, and a list of 2 references to director@archaeologymuseum.ca by **Friday, December 7th**, 5:30 pm. Submissions without a cover letter will not be considered. We appreciate and thank all interested applicants, but only those selected for an interview will be contacted.