



Position: Development Associate – Permanent, Part-Time (3-4 days, 20-24hrs a week)

Based at this National Historic Site in Britannia Beach, your role will be as a member of the Business Development team supporting development initiatives including the Museum's membership programs and account management of the tourism market.

The mandate of the Development team is revenue generation and relationship management of key accounts. You will support the Director of Sales in administration, account management, planning and promotion. You will work with the Director of Sales and Executive Director regarding the on-going development of the department, and its strategic plan. There will be a relationship through the Executive Director to the Board's Executive Committee on matters related to corporate initiatives, sponsors and donors.

This is a dynamic position because the Museum is in a growth phase; therefore you are comfortable with a certain degree of ambiguity. You enjoy finding solutions; making things better and have exceptional attention to detail. You are comfortable meeting new people from various cultures and are comfortable making phone sales calls. You are self-managing and take initiative.

This role requires collaboration with all departments and management, including the operations, education and marketing team. We are a small organization where roles and responsibilities intersect everywhere.

It is expected that this job description will evolve and change according to the needs of the organization. You have a work mind-set of continual improvement, being awake to opportunities on how to improve processes, while working with others in a team environment.

You are passionate about and support the Museum's mission and vision.

The weighting of hours per week per section is a gage and does not reflect seasonality that occurs for tradeshows and membership sales due on peak and low seasons.

BRITANNIA MINE MUSEUM



Duties for Individual Membership Management (5-8hrs per week)

- Follow the sales process regarding member renewals, reminding members of their renewal date and encouraging their renewal
- Support the solicitation of new members as per identified tactics
- Our goal is to acquire and maintain 500 members annually through admissions, resulting in approximately 7-15 memberships to administer weekly
- Manage membership accounts by coordinating with the admissions and accounting departments making sure all member information is accurate and up to date in each database
- Work with and support the admissions manager and admissions team to ensure on-going communications regarding the selling, processing and administration of memberships
- Work with the marketing coordinator and admissions manager when the membership materials such as the brochure and on-site signage need updating due to pricing or product changes
- Keep website up-to-date with product information and pricing. Make suggestions for optimal use of this tool
- Work up to 5 event days (weekends) to promote membership; to be available to visitors, answer questions and encourage membership purchases
- Work with the marketing coordinator for any marketing related tasks like a member e-newsletter or any other branded promotions
- Enter the member into the database paying attention to database protocols around regular communications, and renewal dates
- Manage the database keeping accounts up to date with accurate and thorough information

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- Keep members up-to-date and informed about what's happening and what's new at the Museum through regular communications via phone, email and e-news. Aim to keep members engaged and informed; encourage members to join our social channels and attend our events. Communicate AGM and work with the Executive Director to do so
- Conduct periodic surveys with members to learn why they joined, how often they visited, what they love most about the museum and how we can improve
- Record all communications with members in the database

Duties for Corporate Membership Management (5-8hrs per week)

- Work with the Executive Director, Director of Sales and the Board during the solicitation of new members, relationship development, account management and renewals
- Participate in the strategy to grow membership. Pro-actively solicit appropriate target audiences to become members. Participate in solicitation strategies as they evolve
- Manage accounts and renewals as per the plan developed with the Executive team
- Keep accounts up to date and accurate
- Conduct all administrative duties relating to the member account such as renewal notices, invoicing, mailings and follow-up
- Work with the Group Sales Specialist with such things like keeping in the loop regarding corporate group bookings and encouraging members to use their benefits
- Keep the team up to date regarding changes in key accounts or other important information regarding relationship management
- Work with marketing to keep marketing materials up to date and in stock, and in the development and management of e-news or other related communication efforts
- Conduct periodic surveys with members to learn why they joined, if they used their benefits, what they know about the Museum, why we matter to them, etc.

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- Work with the Executive Director to anticipate opportunities and plan for attending Round-Up the annual mining conference in January

Tourism Industry Relations and Account Management Duties (5-8hrs per week)

- Support the Director of Sales in administration, developing and managing the tourism market; our partnerships, memberships and promotions
- Keep admissions up to date with tour operator pricing and maintain the pricing sheet
- Keep contacts up to date in the Salesforce database
- Work with our tourism partners in the coordination and delivery of approximately 5-10 FAM tours annually
- Work with operations and group sales when booking FAM tours to make sure all details are understood and executed according to plan
- Attend occasional networking events to maintain and grow industry relationships and stay up to date with industry trends
- Attend at least 4 tradeshow to keep the Museum top of mind with the tourism industry professionals in Whistler and Vancouver
- Manage relationships with our tourism DMO partners and Hoteliers in the Sea to Sky corridor and Whistler
- Keep tourism websites up to date with pricing, images, and keeping Museum information accurate
- Manage renewals of industry memberships and keep Museum information accurate and up to date on member websites

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**Other:**

- Manage ancillary initiatives such as our community giving program and community outreach
- Seek opportunity to maximize return on our community outreach programs

The Ideal Candidate

- Degree or Diploma in Hospitality, Tourism, or Business Administration an asset
- Professional sales experience and understanding of the sales process is required
- Has 3-5 years of experience in a sales support and/or administrative role
- Has experience working in the tourism industry and/or tourism or hospitality education
- Has both strong administration skills and people skills
- Is organized and very detail orientated; enjoys improving on systems and processes and is proactive in approach
- Coordinates well with others; ability to see the big picture and work with others when problem solving
- Strong written and verbal communication skills
- Easy going and adaptable personality who is comfortable working in a changing and growing environment
- Ability to shift between different customers and databases and manage time accordingly
- Ability to adapt to different cultures and create rapport with ease
- Enjoys meeting new people, comfortable on the phone and in person

General Information

- \$20-\$23 per hour depending on skills and experience
- Some evenings required – one per month on average
- Some weekends required for Museum special events or site tours (FAM's)
- 3-4 days (20-24hrs) a week
- Hours are flexible, but normal working hours are between 9:00am and 5:00pm
- Permanent staff will be on a 3 month probation
- The Chamber of Commerce Group Insurance Plan is available for permanent employees over 20 hours per week. The employee is eligible for the package after 3 months of successful probation

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About the Museum

The Britannia Mine Museum is governed by the Britannia Mine Museum Society. This Society is a non-profit organization, established in 1971 to preserve the material and social history of mining in British Columbia, and to educate the public about mining. It is a registered charity. The organization receives no government funding and relies on revenues, grants and donations for its operating costs. There are 21 buildings and structures, 7000 artifacts and 18,500 archival photos and documents in the care of the Society.

We currently see around 70,000 visitors a year. Our visitors come from both local and tourism sectors, and we attract all ages.

Applying

To apply, please email your résumé to:

Deanna Bell, Director of Sales

deanna@bcmm.ca

Closing Date: March 29th, 2016

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