



Communication and Fundraising Coordinator

Department: Fisheries, Tourism, Sport and Culture – Museums and Heritage Division

Location: Charlottetown

Position: One Full-Time Position

Employment Type: [Permanent](#) – UPSE

Hourly Salary Range: \$31.08 - \$38.87

Annual Salary Range: \$60,606 - \$75,797

Pay Level: 15

Bi-Weekly Hours: 75.0 hours

Posting ID: 166737-0225FTPO

Closing Date: Friday, March 7, 2025 5:00 p.m.

Open to: Public

The [Department of Fisheries, Tourism, Sport and Culture](#) is committed to Equity, Diversity, Inclusion and Accessibility. Our goal is to build a public sector workforce that reflects the diverse communities we serve and to promote welcoming, diverse, inclusive, respectful workplaces that are accessible to all. We welcome all interested individuals including Indigenous People, persons with disabilities, Black, racialized, ethnic and culturally diverse groups, as well as people regardless of their sexual orientation, gender identities, and gender expressions. Those looking for more information are invited to visit our [Equity, Diversity, and Inclusion Policy](#).

What we offer:

- Health and dental benefits
- Pension plan
- Up to \$2,500 annual training funds
- 3 weeks paid vacation annually

Acting as the central public interface for the PEI Museum and Heritage Foundation (PEIMHF), the Communication and Fundraising Coordinator coordinates the PEIMHF's overall communication and marketing strategy to broaden its impact and brand identity and is charged with developing and carrying out the PEIMHF's Membership and Fundraising strategies. Reporting to the Executive Director, this position coordinates the museum's messaging respecting our changing daily activities to inform the public, other departments and our membership about our programming, educational and curatorial activities and events at all of our seven sites through print and digital mediums. This position manages all media interaction, and creates and promotes membership and fundraising through programs, outreach and relationship-building.

Duties include but are not limited to:

- Developing a communications and marketing strategy in collaboration with the Executive Director;
- Working with PEIMHF staff, graphic designers, printing companies and advertising providers to create and distribute marketing and promotional materials;
- Responding to and coordinating media requests;
- Assisting in the promotion and marketing of PEIMHF's gift shops, online store, and publications;
- Developing a membership and sponsorship strategy in collaboration with the Executive Director;
- Ensuring communication and providing updates to our Membership and other community partners;
- Coordinating and preparing institutional reports such as the Annual Report;
- Coordinating and promoting of the Annual General Meeting, "Members Only" events and other special events;
- Coordinating PEIMHF social media strategy including maintaining a social media calendar, monthly media reports, writing, researching and posting content for social media posts, and directing PEIMHF's social media team;
- Managing all content on PEIMHF website and social media accounts;
- Coordinating production of the PEIMHF podcast – "The Hidden Island" and assisting with development and execution of other digital projects as well as researching and applying for available funding;
- Developing digital partnerships and opportunities such as digital collaboration with other organizations;

- Supervising contract digital staff including conducting performance reviews; and
- Other duties as required.

Minimum Qualifications:

- University undergraduate degree in journalism, communications, marketing, arts fundraising or a related discipline OR a related college diploma with considerable experience in one or more of these fields
- Experience working with institutional or promotional social media accounts, working with a range of Microsoft Office tools and in customer service
- Some experience with public relations
- [Demonstrated equivalencies will be considered](#)
- Superior verbal and written communication skills, and ability to produce accurate communication documents
- Knowledge of working with marketing and advertising service providers
- Adherence to dealing with and protecting confidential information
- Highly motivated with proven ability to prioritize and manage competing priorities and deadlines independently
- Strong organizational, problem solving and interpersonal skills
- Ability to work flexibly within a changing and dynamic team environment

Other Qualifications:

- Knowledge of media content management considered an asset
- Some experience working in a museum or other cultural environment and knowledge of PEI history and heritage considered an asset
- Written and spoken French considered an asset

Preference will be given to UPSE Civil Employees as per the UPSE Civil Collective Agreement.

This job posting may be used to fill future vacancies.

Please Note: Please ensure the application clearly demonstrates how you meet the noted qualifications as applicants will be screened based on the information provided. We would like to thank all applicants for their interest; however, only those who are selected for an interview will be contacted.

Where possible, submitting an electronic resume or job application is preferred. Otherwise, please return forms to PEI Public Service Commission, P.O. Box 2000, Charlottetown, Prince Edward Island, C1A 7N8. Applications may be sent by fax to (902) 368-4383. IT IS THE RESPONSIBILITY OF THE APPLICANT TO CONFIRM RECEIPT OF THE APPLICATION, BY TELEPHONE OR IN PERSON PRIOR TO THE CLOSING DATE. Please ensure that the appropriate Posting ID number

is stated on all application forms. You can apply online or obtain an application form by visiting our web site at www.jobspei.ca. Forms may also be obtained by contacting any PEI Government office, ACCESS PEI Centre, Regional Services Centre, or by telephone (902) 368-4080.

No. 6 on Forbes' list of Canada's Best Employers 2024

The Public Service is inspired to make a positive impact and proud to shape the future of our Island Community.

SHAPE THE
Future