



Ucluelet Aquarium
180 Main St., Ucluelet, BC
PO Box 1262, V0R 3A0
www.uclueletaquarium.org
Ucluelet, BC, V0R 3A0

Job Title: **Retail, Communications and Administrative Coordinator.**

Schedule: 37.5 hours per week, 5 days per week. 9:15AM - 5:15PM, or as scheduled by the Curator.

Must be able to work holidays, weekends, and evenings.

Salary: \$46,750- \$49,750 per annum, depending on experience
extended medical benefits included (after a 3 month waiting period).

Start date: As soon as possible

The Ucluelet Aquarium is looking for a passionate & hard working individual to join our team to fill the position as **Retail, Communications and Administrative coordinator (RCAC)**. This position is responsible for advertising, marketing, public communications, management of the UA's retail area, coordination of the UA's website and social media platforms, and booking special events including school group visits and fundraisers. Ideal candidates will be self-motivated team players with strong attention to detail and accuracy. This position will require work on weekends and holidays and occasional evenings when events are hosted.

As the first collect-and-release aquarium in Canada, the Ucluelet Aquarium has a unique style of operation that introduces the public to an up close and personal experience with west coast fish and invertebrates. With no behind-the-scenes areas, we work with the public to showcase not just the specimens the aquarium works with, but how the aquarium itself works. In practice this means that you will be working with and amongst the public for nearly all aspects of your work. The seasonal nature of the Ucluelet Aquarium brings changes to all of the Ucluelet Aquarium's staff's responsibilities and work. Below are details about some of the general aquarium duties, as well as the more specific aspects of the Retail, Communications, and Administrative role. As the Ucluelet Aquarium seeks new partnerships and opportunities, you may be asked to take on new responsibilities. You may also be asked to assist others with their work. We value collaboration and teamwork in the Ucluelet Aquarium Society, as it strengthens understanding and cooperation amongst our team, builds resilience, and makes for a positive workplace.

Summary of Position

Like all members of the Ucluelet Aquarium's team, the **Retail, Communications, and Administrative Coordinator** supports UA aquarists and is an interpreter as well as responsible for specific aspects of the

Ucluelet Aquarium's operations. The mission of the Ucluelet Aquarium Society is to promote respect for marine environments, and we do this by interacting with the public and creating a safe and welcoming space for visitors to learn about local ecosystems and the species that inhabit them.

General Aquarium Duties:

- Greet and orient visitors around the Ucluelet Aquarium, Ucluelet Aquarium events, collaborations, and the surrounding community.
- Answer questions, show visitors the exhibits and specimens, promote the aquarium's message and provide both inside and offsite programs to the public.
- Clean, organize, and maintain Ucluelet Aquarium spaces (main floor, office, downstairs, stairwells, entrances and exits, bathrooms, gardens, dock, pump area, and intertidal spaces).
- Create educational signage, displays, and deliver Ucluelet Aquarium programs.
- Aid UA Aquarists in Observing, caring for, feeding, collecting, and releasing Ucluelet Aquarium specimens.
- Aid UA Aquarists to Monitor and maintain water quality, flow rates, food quality and stock, life support systems and animal care tools and materials.
- Communicate clearly and promptly with the Curator and Animal Care Coordinator about observations, animal care needs, equipment or tool maintenance, or other issues or subjects.
- Collect substrate, rocks, seaweeds, and other materials needed to create, enhance, or maintain aquarium displays and exhibits.
- Build exhibits and take them apart at the start and end of each season, as well as during the season when new exhibits are developed.
- Manage project databases, budgets, schedules & timelines associated with programs and/or projects assigned and communicate these with the Curator.
- Assist in volunteer and new employee training.
- Ensure the facility looks clean, organized, welcoming, and engaging.
- Collaborate with the Ucluelet Aquarium team to support one another and assist in maintaining a positive, fun, and supportive workplace.
- Seek ways to improve aquarium functions, operations, procedures, and practices.
- Stay up to date with team communication platforms including: staff schedules, UAS calendar (office whiteboard), staff communication book, slack, email, weekly staff meetings, etc.
- Communicate regularly with the aquarium Curator regarding project updates, budgets, timelines, team dynamics, and other important information.

Retail, Communications & Administration:

- Manage the front end of the Ucluelet Aquarium, ensure it is clean, functional and welcoming.
- Maintain the guest book and compile visitor statistics from both the guestbook and the POS system.
- Manage all retail invoices, taxes and shipping fees for the UAS in an up to date spreadsheet.
- Order and maintain stock of retail products consistent with the Ucluelet Aquarium message and mission. Whenever possible, search for environmentally friendly, locally-sourced, good quality products for the retail area.
- Ensure the point-of-sale system is up to date with all items, prices, and taxes.
- Management of the point-of-sale system, including card machines, software, and the training and monitoring of employees and volunteers
- Maintain up-to-date records of inventories, sales, and orders.
- Create quarterly inventory reports and sales reports to curator

- Communicate with companies to ensure that deliveries, taxes, and shipping fees are organized.
- Find & develop new revenue streams for the Ucluelet Aquarium. This may include grant writing, program development, sponsorships, special events, fundraisers, and partnerships with other individuals, organizations, or businesses.
- Communicate with media, publications, and news agencies. Ensure that the aquarium is well represented with up-to-date factual information.
- Find appropriate and efficient advertising avenues.
- Book and coordinate facility rentals and communicate all bookings with UA staff to ensure preparedness for events.
- Coordinate Ucluelet Aquarium events such as the annual fundraiser, music nights, and guest speakers with the goal of community building and event revenue. These events must align with Ucluelet Aquarium goals and mission. Communicate and organize all upcoming events with UA staff.
- Manage the Ucluelet Aquarium Tank & Animal Sponsorship Program by communicating with past sponsors and finding new sponsors when needed. Ensure that signage within the aquarium and on our website and social media is up to date.
- Ensure UAS phone answering machine, website, social media pages, and printed materials display accurate information.
- Promote the Ucluelet Aquarium through social media platforms and other communication channels.
- Manage the UAS's social media platforms, website, & other public communication operations.
- Create fun, engaging, and science-informed posts for the UA's social media platforms.
- Design and print of advertisements, brochures, labels, articles, programs, and other educational materials.
- Work on any tasks or projects assigned by the Curator.

Minimum Qualifications:

Applicants should be able to demonstrate that they have the following education, experience, or skills:

- At least 2 years customer service experience
- Experience in communications, social media and/or website management
- Experience working with retail and handling cash transactions
- Experience public speaking and interacting with the public
- Excellent time management, written and oral communication skills
- Strong organizational skills, able to juggle multiple tasks with close attention to detail
- Flexibility and adaptability in changing and unpredictable work environments
- Ability to collaborate with team members as well self motivated and able to work independently
- Ability and maturity to deal with a wide variety of ages and personalities.
- Experience in communicating complex ideas in an accessible, fun, and engaging manner

Desired Skills and Qualifications:

(not mandatory for applicants)

- Biological and ecological knowledge of local flora and fauna
- Local cultural and historical knowledge
- Artistic skills with drawing, graphic design, chalk, ink, paint, or print mediums
- Experience with science communication strategies
- Proficiency in more than one language - English is essential

- Pre-arranged housing or housing opportunities within Ucluelet

Applications will be open until the position is filled. Only those selected for an interview will be contacted.

To apply: Please email your **cover letter**, **resume** and a **minimum of 2 references** to:
britt@uclueletaquarium.org attn: **Retail, Communications and Administrative Coordinator**.

Please indicate on your application whether you have secured housing in Ucluelet.