

Outreach and Operations Coordinator

Operational Accountabilities

Updated: July 8, 2026

A. Ensure the Museum's daily operations function in an efficient and effective manner.

a. Operations

- i. Assists the Executive Director in executing day-to-day administrative tasks, including invoicing purchases, recording meeting minutes, updating shared work calendars, and scheduling events and meetings.
- ii. Assist, as delegated by the Executive Director, in aspects of the operations, maintenance, and security of Sidney Museum property and collections.
- iii. Assist in the development and implementation of a regular acquisition program according to the Collection Policy; through the selection, research, documentation and cataloguing of collection objects.
- iv. Coordinate aspects of visitor services, including gift shop inventory and front desk operations.

b. Volunteer Coordination

- i. Develop requirements, training manuals, schedules, and projects for Museum volunteers.
- ii. Coordinate the recruitment, training, and supervision of volunteers that support day-to-day Museum operations.
- iii. Schedule active volunteers in front desk, collections management, IT, and related duties, primarily ensuring that the Museum is sufficiently staffed with at least two individuals inside the building, be it staff, volunteers, or a combination of both, whenever possible.
- iv. Develop an ongoing Volunteer Engagement and Appreciation Strategy, devising and maintaining regular volunteer social activities and volunteer appreciation events.
- v. Support the development and delivery of a Volunteer Projects Strategy, whereby volunteers can assist with ongoing Museum and Archives work as time permits.
- vi. Maintain volunteer communications, providing updates on exhibits, events, and volunteer opportunities.

c. Collections Care

- i. Acquire or receive items for the collection, ensuring that received objects are catalogued, prepared, and stored in suitable locations and conditions

- ii. Prepare monthly “Recommend for Deaccession” reports as required, based on objects slated for removal from Sidney Museum’s permanent collections.
- iii. Ensure that deaccessioned or otherwise undesirable objects from the collection are processed, prepared for transport, and relocated safely to their final destination.
- iv. Identify and arrange physical organization and spatial management work in SMA’s storage rooms
- v. Identify, classify, and arrange conservation and restorative work, as practical.
- vi. Coordinate and delegate tasks to collections volunteers under the direction of the Executive Director and provide volunteer supervision to ensure smooth ongoing collections management.

d. Exhibits

- i. Support core-team with research assistance and participate in ongoing Permanent Gallery revitalization and Featured Exhibition planning/development.
- ii. Develop and maintain an annual “pop-up exhibit” schedule, whereby monthly events and observations, local interest stories, and community organizations may be highlighted and celebrated.
- iii. Implement an annual “Object of the Month” schedule, whereby noteworthy objects from the Museum’s collection may be displayed and interpreted throughout the year.

e. Information Technology

- i. Coordinate with IT Manager to ensure that workstation PCs and other electronic equipment are maintained, repaired, and replaced as necessary.
- ii. Develop and maintain databases and social media platforms
- iii. Develop and maintain Sidney Museum’s website, ensuring that visitors are kept updated on current and upcoming exhibits, special events, and important messages. Additionally, curate educational webpages that highlight local history, events, and Museum news.

B. Generate continued support for the Museum by providing an engaging and educational environment that highlights the history of the Saanich Peninsula, Sidney, and North Saanich in particular and identified topics of interest to the local community.

a. Outreach

- i. Promote the Museum’s activities and exhibits in a timely and cost-effective manner

- ii. Develop and maintain positive relationships with the local business community
- iii. Manage and further develop the Museum's Membership system, including monitoring membership renewal/retention, communications, and developing added incentives to support the Museum through membership.
- iv. Manage a public relations program for the promotion of the Museum.
- v. Engage with community businesses, not-for-profit, and municipal partners to ensure that the wider community is aware of the Museum's ongoing offerings, upcoming exhibits and events, and opportunities to support the Museum and Archives' work.
- vi. Develop and maintain an engaging and ongoing Social Media Strategy, and manage the Museum's social media channels (Facebook & Instagram, and website). In addition, develop new museum profiles on BlueSky and Threads to extend Sidney Museum's digital reach.
- vii. Prepare and distribute the Museum's Quarterly newsletter, highlighting the goings-on at the Museum, featured exhibits and displays, and notable staff/volunteer work.

b. Volunteer Coordination

- i. Schedule active volunteers in front desk, collections management, IT, and related duties, primarily ensuring that the Museum is sufficiently staffed with at least two individuals inside the building, be it staff, volunteers, or a combination of both, whenever possible.
- ii. Develop an ongoing Volunteer Engagement and Appreciation Strategy, devising and maintaining regular volunteer social activities and volunteer appreciation events.
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C. Enable the Board and its officers to meet their responsibilities with regard to the Museum in a timely fashion

- a. Participate in the development and implementation of organizational policies and procedures
- b. Report regularly to the Executive Director, and attend Board meetings as requested

- D. Perform other tasks as required by agreement of the Sidney Museum and Archives Society Board.