

**Position Title: Marketing Specialist**

**Location: On-site**

**Posting #: 2023-04**

**Position Summary**

The Marketing Specialist reports to the Director of Marketing & Communications and is tasked to help organize, amplify and grow our digital reach. We want someone who is:

- A digital marketing lover; has a strong understanding of latest digital technologies and their capabilities; understands the purpose of using the right content on the right channel.
- Highly analytical; able to dig deep into data to understand trends and apply to help optimize our digital reach.
- Creative; able to mix your right side & left side of your brain cohesively to influence our advertising campaigns to stay fresh

This role will primarily consist of supporting the Director of Marketing & Communications in scheduling, monitoring, and evaluation of various digital and print marketing campaigns, as well as implement effective marketing tools to optimize our digital campaigns. The Marketing Specialist will also assist in the organization and development of special marketing pieces (such as the Annual Visitor Guide, Holiday Gift Guide, Birding Guide, Cycle Tourism Map etc.) in addition to maintenance of the Tourism Windsor Essex Pelee Island portfolio of websites.

**Principle Responsibilities**

- Creation of unique and engaging digital content to increase our owned social media presence, including photography, reels, story series, YouTube shorts etc.
- Scheduling and monitoring of all owned social media channels including Facebook, Instagram, Threads, YouTube and X using platforms including Sprout Social.
- Research, collect, and analyze marketing trends and key performance indicators; maintain knowledge of competitive landscape.
- Digital asset procurement and management through platforms including Image Relay and Crowdriff.
- Assist in the execution and placement of our annual marketing campaign, including liaison with media representatives.
- Placement of advertisements through digital platforms including Google Ads and Facebook Business Manager.
- Website event listing and business listing management and optimization.
- Assist in the development and implementation of specific marketing activities involving stakeholders.

### **Other Responsibilities**

- Light graphic design through Adobe Creative Suite.
- Regular website management through Word Press.
- Assist in organization of monthly and yearly content and communications plan.
- Supporting other operating units relative to workload balancing and project requirements.
- Providing requested or self-directed input on the organization's Marketing Plan; policies, procedures and practices; programs and services; and project initiatives.
- Assist in management and execution of special marketing pieces.
- Ability to engage and represent the region at key industry and consumer marketing expos as required.
- Undertaking other tasks and projects as assigned by the Leadership Team.

### **Position Qualifications**

- A minimum of two (2) to three (3) years of experience within a relevant marketing, sales and communications environment, tourism organization or related sector.
- A university degree or college diploma in marketing, communications, advertising, tourism or related discipline.
- Experience in creating reels and integrated story elements for social media a requirement, in addition to creation of short form video creation considered an asset.
- Computer skills, including Microsoft Office, WordPress, Creative Suite (or other related website management system), Crowdriff, Sprout Social, IDSS (or other CRM database management experience) considered an asset.
- Skillset in photography and light editing through Creative Suite.
- Strong communication skills in digital, verbal, written and presentation formats.
- Strong organizational and analytical skills and a keen eye for detail are necessary.
- Ability to undertake multiple tasks at one time and to keep appropriate records, files and other materials readily available for utilization.
- Excellent team oriented skills and capacities.
- Ability to work with people in multiple and varied forms, involving all staff levels, as well as the public, community leaders and others.
- Ability to work evenings and weekends, as needed.
- Valid G license with reliable vehicle.
- Must provide a Level 1: Criminal Record Check (CRC)
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Salary Base: \$45,000 - \$50,000 annually

Interested applications should submit their resume and cover letter referencing: **Posting #2023-04 Marketing Specialist** to [hr@tourismwindsorsex.com](mailto:hr@tourismwindsorsex.com) no later than 4pm on Wednesday September 20<sup>th</sup>, 2023.

Posting date: Wednesday August 30<sup>th</sup>, 2023