

Position Title: Manager of Content Marketing

Reportability: Chief Executive Officer

Direct Report: Director of Marketing & Communications

Location: On-site

Position Summary

Reporting to the Director of Marketing & Communications, the Manager of Content Marketing is responsible for general oversight of content quality on the Tourism Windsor Essex Pelee Island (TWEPI) website and applied brands. This will primarily consist of assisting the Director of Marketing & Communications to integrate content pieces from multiple departments and partners to create a cohesive, high quality Web experience for the end users of the site.

Principle Responsibilities

- Undertaking the development and implementation of specific communication activities involving stakeholders as directed
- Creating and editing pieces of content to ensure they are high quality, and relevant to users
- Proactively and creatively developing media messaging for all mediums
- Work with Director of Marketing & Communications on execution of social media strategy
- Creation, scheduling and monitoring of social media channels
- Manage how brand messages are distributed, measure their response and tailor future efforts accordingly
- Being able to carefully tailor exciting new content to the needs of the audience in the context of that particular industry or product group
- Coordinate self-posted content from various departments and vendors
- Assess, catalogue and organize website content
- Write, edit and augment text and photo content
- Execution of influencer and travel writer strategy
- Responsible for graphic design work as needed
- Undertaking communications research related to identifying and developing the best communication vehicles to reach identifiable audiences
- Working with the Director of Marketing & Communications, aid in the development, execution and delivery of different elements of the marketing and destination development plan

Management Role

- Working collaboratively with all staff within a team environment to achieve the goals and outcomes of TWEPI
- Maintaining and working with an allocated budget for all communication activities
- Acting on behalf of the Director of Marketing & Communications as assigned
- Undertaking other tasks as assigned by the Director of Marketing & Communications or his/her designate

Position Qualifications

- A minimum of three (3) years of operational experience within a relevant marketing and communications environment, tourism organization, or related sector
- A university or college diploma in tourism, communications, marketing, advertising or related discipline
- Highly organized with the ability to undertake multiple tasks at one time and to keep appropriate records, files and other materials readily available for utilization
- Strong communication skills in digital, verbal, written and presentation formats
- Excellent team oriented skills and capacities
- An understanding of research and evaluation techniques and their applications
- Ability to strategically work with people in multiple and varied forms, involving senior, intermediate and junior staff levels, as well as the public, community leaders and others
- Excellent ability to coordinate complex projects and activities
- Ability to work evenings and weekends on a periodic basis
- Ability to deal with confidential information
- Computer skills, including Microsoft Office, WordPress and creative design programs, are essential
- Able to fine tune photo images and graphic design elements
- Knowledge of creation of rich content an asset, including light video production skills
- Valid "G" drivers license, have reliable transportation, willing to travel to various locations within Windsor Essex
- Must provide a police clearance
- Must be fully vaccinated against COVID-19 as a condition of employment

Salary base: \$55,000 - \$60,000 annually

Interested applications should submit their resume and cover letter attn: Director of Marketing & Communications at hr@tourismwindsoressex.com no later than 4:00pm on Thursday December 2nd, 2021.

Posting date: Thursday November 11th, 2021