



August 26, 2021

## Marketing Manager

### Detailed Job Description

Sunshine Coast Tourism is a Destination Marketing Organization (DMO), and a non-profit society, governed by an independent Board of Directors who is mandated to build a strong tourism economy on the Sunshine Coast consistent with the values of residents. Our region includes the entirety of the gathet (Powell River) and Sunshine Coast Regional Districts.

We are looking for a talented and passionate Marketing Manager to lead the destination marketing of the vibrant tourism and hospitality communities on the Sunshine Coast of British Columbia.

The Marketing Manager is a strong and versatile team player that will take innovative content marketing programs from research and insights gathering, to strategy development, to execution, to final debrief, ensuring the smooth operation of a cross-functional project team.

This is a permanent, full-time position. The role may require flexibility at SCT's request for some travel throughout the Sunshine Coast region as well as off-Coast meetings and conferences, based on operational requirements. We offer a flexible remote-work option but the candidate must reside on the Sunshine Coast of British Columbia. You must be a permanent resident of Canada to apply.

#### **Roles and Responsibilities**

- Oversee all aspects of Sunshine Coast Tourism's (SCT) consumer brand and marketing in accordance with our strategic plan
- Provide strategic planning, implementation, budget management, and reporting of marketing campaigns across a variety of marketing tactics, including both paid and earned media opportunities in both traditional and digital media channels.
- Oversee the strategic execution of marketing through SCT's owned channels, including website, email program, and social media channels
- Work closely with SCT Executive Director to support grant funding initiatives and marketing program applications
- Manage internal and external financial and human resources including directing regular and contracted staff in their day-to-day assignments, authorizing overtime and developing growth and training opportunities

- Report to SCT Executive Director and Board, attend and present at Board and committee meetings as required
- Work collaboratively with local, regional, and provincial stakeholders including tourism businesses, business organizations, local government, Destination BC, tourism sector organizations, and other regional DMO partners.
- Develop cooperative opportunities for stakeholder participation in marketing campaigns and professional development training in collaboration with the Stakeholder Engagement Specialist.

**Job Requirements/Qualifications:**

- Degree or diploma in marketing or business, and/or a related field or an equivalent combination of education and experience;
- Minimum three years experience in the development, execution and evaluation of multi-faceted online and offline marketing programs;
- Experience working with programmatic media;
- Proven knowledge of digital marketing best practices and creative optimization strategies;
- Experience in evaluating creative assets and sharing feedback to external vendors;
- Understanding of brand strategy and ensuring delivery of effective on-brand programs and creative executions;
- Experience in project management including planning tasks, risk management, time management, financial management, and monitoring and reporting;
- Experience working with and managing external vendors, such as creative agencies, photographers, and graphic designers, including producing project briefs, reports, decision-making documents, and evaluating creative assets and sharing feedback;
- Demonstrated ability to lead and empower team members;
- Knowledge of emerging tourism and marketing trends in order to effectively manage projects and provide expertise;
- Experience in destination marketing would be an asset;
- Highly organized and a self-starter with strong multi-tasking, prioritizing and project management capabilities, as well as strong written and oral communications skills.

**Compensation:** \$60,000 annual salary, based upon a 35 hour work week. An extended benefits plan is also included after the successful completion of a 3-month probationary period. **Flexible work days and remote-work options are available.**

To apply, please submit a PDF cover letter and resume (preferably as one file) to [jobs@sunshinecoastcanada.com](mailto:jobs@sunshinecoastcanada.com) by September 12, 2021.