

DESTINATION GREATER VICTORIA

Job Description – Content Marketing Specialist

Title

Content Marketing Specialist

Reports To

Vice President, Marketing Communications

Summary

The Marketing Specialist - Creative is responsible for creating advertising and collateral using their well-developed skills with graphic design; managing photography and video assets; and editing video assets, to create content for social media. With brand consistency at the forefront, they will develop audience-appropriate marketing assets that lean into emotive storytelling. They will develop creative concepts, layouts and finished assets for digital spaces and print and support in achieving the key performance objectives of the marketing communications team.

Job Duties

- Contribute effectively to a cross-functional marketing team, that collectively develop an integrated channel approach, leveraging various marketing and communications platforms to tell the Greater Victoria story and elevate the Destination Greater Victoria brand.
- Work with the VP, Marketing Communications in the development of the overall marketing strategy.
- Working within the marketing team, provide insights to assist the marketing and advertising initiatives of Destination Greater Victoria, bringing your creativity and expertise in graphic design.
- Stay up to date on current marketing best practices and leveraging data to inform creative development.
- Contribute to a passionate and creative team in delivering an ambitious marketing and travel media relations year-round calendar.
- Support multiple teams across varying departments.

Graphic Design:

- Deliver regular status updates, providing input on matters that require decisions related to publishing requirements, target audiences, and time parameters to contribute to and work collectively with partners, members and stakeholders.
- Provide advice on the development of presentation-ready material and customizing of graphics and other publication and promotional needs.
- Create a variety of graphic design materials efficiently and effectively for print and online environments, including websites, handouts, posters, newsletters, signage, advertisements, digital marketing assets, etc.
- Ability to create a piece from discovery through to finished product, applying a strategic approach to engaging the target audience.
- Generate engaging, memorable visual and copy concepts by researching design trends and best practices, new technologies and applications.

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- Contribute to the development, maintenance and updating of graphics, visual identity usage, and logo guidelines for Destination Greater Victoria.
- Develop user-friendly templates and provide support to internal teams on working with templates and adhering to corporate brand standards.
- Ensure graphic design content is aligned with target demographics and key markets identified in the strategic plan; identify areas of improvement for Destination Greater Victoria's graphic design strategy.

Video Editing:

- Use key software tools such as Premiere Pro and After Effects, develop short videos that help Destination Greater Victoria stand out in marketing environments such as Instagram.
- Lean into existing assets and identify video asset gaps; work with the marketing communications team to form concepts, and create stories that capture attention, and help to tell the story of Greater Victoria.
- Keep up to date on trends in video and the latest software offerings.
- Work with the Content Specialist to track the performance of video posts and identify best practices to continue to evolve performance.

Marketing:

- Participate in brainstorming sessions to develop content calendar(s), business plans and campaign briefs.
- Provide creative support and production advice to all Destination Greater Victoria departments, including Business Events Victoria, the Victoria Conference Centre, the Greater Victoria Visitor Centre, and Greater Victoria Sports Tourism.
- Support with corporate (B2B) social media on LinkedIn for Destination Greater Victoria and Business Events Victoria.
- Conduct ongoing testing and measurements to gauge content effectiveness, gathering and analyzing data and making recommendations based on those results.
- Oversee the management of our Barberstock Digital Asset Management System (DAM), including uploading, tagging and new user approvals.
- Ensure all content is on-brand, consistent in terms of style, quality, tone of voice, and optimized for search and user experience.
- Upload all work to shared files and ensuring clear filing of files and working files.
- Work with identified vendors to produce and ship materials as required.
- Assist with creative materials for Destination Greater Victoria supported events, including Dine Around and Stay In Town and Northwest Deuce Days. Additional one-off events (e.g. Scotiabank Hockey Day in Canada) may also require marketing materials.
- Other duties as required.

Key Qualifications – Knowledge and Experience

- A degree or diploma in marketing, graphic design, or another closely related field or a combination of education and/or work experience is required.
- 3-5 years' experience in a marketing role, with significant graphic design responsibilities.
- Experience with headline copywriting and iconography.

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- Highly proficient in, and strong technical knowledge of, the Adobe Creative Suite (Illustrator, InDesign, and Photoshop), Premiere Pro and After Effects.
- Knowledge of print production.
- Knowledge of HubSpot and WordPress.
- Experience with copywriting and proof-reading preferred.
- Experience producing photo and video shoots preferred.
- Knowledge of Greater Victoria's tourism experiences or general tourism background is an asset.
- Strong understanding of marketing concepts in the context of various print and digital media.
- Analytical skills and ability to interpret key marketing metrics.
- Experience utilizing content channels including TikTok, Instagram, and creating Instagram Reels is a strong asset.
- High computer literacy, including effective working proficiency in Microsoft Office programs including Word, Excel, PowerPoint, and Outlook.
- Inherent drive for innovative solutions and approaches.
- A strong knowledge of our key markets, including demographic and psychographic statistics and trends.

Personal Attributes

- Positive attitude, collaborative, and solution focused.
- Creative and detail oriented.
- Intuitive, approachable, and open to receiving creative feedback.
- Pro-active, self-motivated and results oriented.
- Efficient, organized, and able to juggle various tasks.
- Excellent communication skills both verbal and written.
- Ability to work effectively as part of a team as well as independently.
- Strong ethical, and effective work acumen.

Working Conditions

- Occasional business travel may be required.
- Ability to attend presentations and events, occasionally outside of regular 8:30-4:30 office hours.
- BC driver's license is an asset.

Compensation

- The annual salary for this position is \$54,000-\$62,000.
- Competitive benefits package.