

DESTINATION GREATER VICTORIA

Job Description – Content Marketing Specialist

Title

Content Marketing Specialist

Reports To

VP, Marketing Communications

Summary

The Content Marketing Specialist holds a key role in the organization, responsible for delivering content that both informs and inspires visitation to Greater Victoria. They will bring a passion for delivering written and visual content that connects with people across digital platforms including website, social media and e-newsletter. The Content Marketing Specialist will be a publisher, analyser and optimizer, as well as a strong collaborator – within the organization, and with partners.

Job Duties

- Work with the VP, Marketing Communications to develop and activate multi-channel marketing plans for Destination Greater Victoria. Channels include social media, website content & articles, and email marketing.
- Be the content leader for Destination Greater Victoria's consumer-facing channels, developing and maintaining a comprehensive content calendar.
- Optimize email newsletter content for mobile devices, nailing timing and frequency, organizing segmentation and personalization strategy, and crafting compelling email copy ensuring emails are being delivered, opened and content clicked.
- Curate and create daily content with strong writing skills, photography, videography and editing with high performing content that inspires and engages consumers.
- Integrate content with all sales and marketing activities organization-wide.
- Motivate members to partake in content sharing to create a powerful, collaborative engine to extend our destination's reach and visibility.
- Ensure all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search, user experience and performance against key metrics.
- Ensure best practices in grammar, messaging, writing and style with an adherence to Canada Press Style and Destination Greater Victoria brand guidelines.
- Work with the VP, Marketing Communications mapping out a consumer content strategy that supports and extends marketing and sales initiatives, both short and long-term, determining which methods work for the brand and why.
- Conduct ongoing testing and measurement to gauge content effectiveness, gather and analyze data and make recommendations based on those results.
- Stay on top of marketing trends, bringing new ideas, tactics and strategies to the organization on a regular basis.
- Work with the Simpleview CRM and Hubspot, the inbound marketing system, as well as social media dashboard platforms to maximize integration.

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- Have a nimble, timely and opportunistic approach with the ability to work across different business units to support the team.
- Other duties as assigned by the VP, Marketing Communications.

Key Qualifications – Knowledge and Experience

- At least two year's work experience in an integrated marketing or content marketing role.
- A diploma in communications, marketing or another closely related field is required, while a degree is preferred.
- Proven experience with and ability to develop and deepen content channels including Facebook, Pinterest, Instagram, blog, and e-newsletters.
- Data-driven, passionate content marketer with a solid knowledge base of online and offline (traditional) tactics with an eye on emerging trends and opportunities.
- Some knowledge of HTML and SEO.
- Effective working skills of Hubspot (or similar), Word, Excel, PowerPoint and Outlook.
- Superb writing, content development and editing skills.
- Excellent analytical skills and advanced understanding of Google Analytics, Meta Business Suite analytics, etc.

Personal Attributes

- Positive, solutions-focused attitude and ability to work effectively as a part of a team.
- Pro-active, self-motivated and results-oriented.
- Outgoing
- Efficient, organized and able to juggle various tasks and changing priorities in a fast-paced environment.
- A keen eye for upcoming and emerging trends.
- Excellent communication skills, including presentation and public speaking skills.
- Intuitive, approachable and open with an inherent drive for results and innovative solutions and approaches.
- Contributes to a culture of high performance and mutual support, fostering collaboration across the organization.
- Strong, ethical and effective work acumen.

Working Conditions

- Limited travel may be required.
- Ability to flex working hours from time to time, outside of regular 8:30-4:30 office hours, for content capture or events.

Compensation

- The annual salary for this position will be \$48,500-\$55,000.
- Competitive benefits package.