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visitcalgary.com



JOB DESCRIPTION

Manager, Marketing

COMPANY OVERVIEW

Tourism Calgary is a research-based, market-driven and industry-led organization that has specialized in the marketing and promotion of Calgary and area as the destination of choice for leisure and business travel for more than 50 years. Leading Calgary's tourism efforts domestically, nationally and internationally. Tourism Calgary works with major sporting and cultural events, tour operators and travel media. Tourism in Calgary annually contributes over \$2 billion in visitor spending to the local community and employs 1 in 10 working Calgarians.

THE POSITION

Reporting to the Director, Marketing, the Manager, Marketing will work with a variety of internal and external stakeholders to lead the strategy and execution of marketing and content programs throughout the year.

KEY RESPONSIBILITIES:

Strategy

- Collaboratively develop Marketing and Content Strategy with Director of Marketing, Digital Manager and Earned Media Manager
- Collaboratively develop annual content calendar with Earned Media Manager, in alignment with marketing and content strategy.
- Lead the program strategy and structure for all owned content and paid distribution programs
 - Collaborate with Earned Media Manager and Digital Manager for strong program integration
- Lead annual program audits, providing insights and actioning recommendations
- Champion new paid and content partnerships in alignment with overall strategy
- Key contributor to overarching departmental 3-year Marketing Strategy
- Research and trend-casting to keep department current with upcoming technology and marketing and tourism trends

Team Management

- Supervise and coach Specialist, Marketing and Specialist, Content, supporting and resourcing as needed to successfully deliver programs
- Collaboratively lead team to include employee's recommendations and insight into higher level strategy
- Create strong integration with Digital Manager and Earned Media Manager
- Drive positive and collaborative team culture within unit

- Support team's professional development, providing growth opportunities and succession support
- Drive efficiencies within the department staff and processes

Program Management

- Lead the execution of marketing programs in alignment with overall strategic marketing plan and Tourism Calgary brand
- Lead the execution of paid promotion, marketing mix, channel selection, creative positioning and partnership investment opportunities
- Lead owned written, video and audio content production
- Ensure successful program deliverables including completion within deadlines, budget, and targets

KPI management

- Manage and track KPIs to ensure marketing/content programs deliver on target, course correcting when needed
- Support Director of Marketing in measurement selection and quarterly reporting
- Incorporate frequent insights and recommendations to strengthen programs

Budget

- Develop and maintain program budgets for all paid distribution and owned content programs
- Lead funding procurement and reporting processes for all distribution and owned content programs
- Track pacing and manage budget shifts as needed
- Lead agency contracting as needed

Agency management

- Lead agency work for paid/owned projects from development, through to execution and reporting, with the support of the Director of Marketing
- Maintain positive working relationship and one-team mentality with agencies
- Lead contracting relationships as needed

Partner management

- Build and strengthen relationships with large scale stakeholders
- Work collaboratively with stakeholders as needed
- Foster sense of trust and authority among industry
- Maintain and build industry investment in programs
- Lead stakeholder engagement processes as needed



Support

- Provide recommendations and insights to Director, Marketing to strengthen programs
- Provide strategic inputs to Director, Marketing to support the business strategy development.

QUALIFICATIONS

- University Degree, Marketing, Business, or Communications preferred.
- 7-10 years relevant work experience.
- Demonstrated success with leading marketing programs, agencies and staff
- Proven results management
- Strong team leadership skills
- Strong budget management skills
- Strong project management skills
- Strong stakeholder engagement abilities
- Ability to perform multiple tasks simultaneously and identify and adapt to changing priorities.
- Strong interpersonal skills, highly motivated, organized, and possess strong attention to detail.

APPLICATION PROCESS

Reply in confidence with a cover letter and resume to:

Roxanne Wideen

Director, Human Resources

Tourism Calgary

roxanne@tourismcalgary.com

Closing: January 22nd, 2020

Please note: only those selected for an interview will be contacted