



JOB DESCRIPTION – Senior Manager, Communications

COMPANY OVERVIEW

Tourism Calgary is the official destination marketing, sales, and development organization for Calgary's tourism industry. For more than 50 years, the organization's primary purpose has been to promote Calgary and area as the destination of choice. With a vision of making Calgary the ultimate host city, Tourism Calgary markets the city locally, nationally, and internationally and advocates for its ongoing development as a destination. The organization hosts and attracts visitors, events, meetings, and conventions and activates the city by fostering the growth of shareable, memorable experiences. Pre-pandemic, Calgary's tourism industry contributed more than \$2.5 billion in visitor spending by nearly 8 million visitors annually. For more information about Tourism Calgary, please visit www.visitcalgary.com.

THE POSITION

Reporting to the Vice President, Communications & Stakeholder Engagement, the Senior Manager, Communications will contribute to Tourism Calgary's vision, goals, and purpose through the execution of corporate communications and stakeholder engagement strategies. The successful candidate will work closely with all Tourism Calgary teams and industry stakeholders to ensure coordination and alignment of strategies, messages, and programs.

This hands-on position will appeal to an intermediate-level strategically focused communications generalist who is a strong writer, highly organized and collaborative, creative, able to work well with a variety of stakeholders and a fast-paced environment.

KEY RESPONSIBILITIES:

Corporate communications

- Understand Tourism Calgary's stakeholders to effectively develop and deliver appropriate, credible, relevant, and timely content.
- Develop and execute on media relations strategies.
- Develop and execute on strategic communications plans and editorial calendars.
- Support internal communication strategies and initiatives.
- Manage corporate social media channels.
- Lead organizational collaboration on stakeholder engagement and communication activities.
- Support and promote the corporate brand, upholding the credibility and accountability of the organization.
- Manage the development and production of corporate communications projects and publications including e-newsletters, strategy documents, presentations, speeches, and reports.

Stakeholder engagement

- Coordinate information requests with and from various industry groups.
- Liaise with stakeholder organizations and associations to stay current on industry news.
- Maintain a corporate stakeholder map to track engagement activities.

- Support industry participation in Tourism Calgary programs, events, services, and strategies.
- Ensure industry section of website is up to date with relevant and timely content.

Advocacy

- Understand the needs of our industry partners to identify advocacy needs.
- Support development and execution of advocacy strategies.
- Research, analyze and report relevant communication, business, and industry information to support strategic decision making and advocacy initiatives.

QUALIFICATIONS

- A degree in communications, public relations, or related field with a minimum of five years to seven years of progressive experience.
- Ability to develop strong working relationships with a variety of stakeholders and colleagues.
- Excellent writing, editing and proofreading skills with the ability to produce written materials for a variety of platforms, including reports, media releases, social posts, newsletters, web, editorial and presentations.
- Technically proficient and comfortable with using or learning a variety of applications, including CRM databases.
- Experience in proactive media relations.
- Must be innovative and adaptable.
- Participation in IABC or CPRS is an asset.
- Experience working in tourism, government, or membership organizations is an asset.

Working conditions

- This position is a work-from-home position with a hybrid home/office in the future.
- Candidate must have private high-speed internet, quiet place to work.
- Equipment (cell phone & laptop) provided by Tourism Calgary.

Application process

Reply in confidence by June 28, 2021 with a cover letter and resume to:

Roxanne Wideen
Director, HR
Tourism Calgary
E. roxanne@tourismcalgary.com

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

Tourism Calgary values diversity of expertise, talent and opinion which creates an innovative and collaborative environment. We are committed to a respectful and inclusive workplace and welcome applications from all qualified individuals.