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visitcalgary.com



JOB DESCRIPTION – Manager, Digital

About Tourism Calgary

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 Director of Marketing, the Digital Manager will be a smart, analytical, and creative professional that operates within the very heart of Tourism Calgary's digital ecosystem. The candidate fit for this position will work well independently, as well as foster broad team collaboration with their direct reports, the marketing team, and across the organization. We are looking to both grow Tourism Calgary's digital presence and achieve our business and marketing objectives, and this position will play a key role in both.

Perhaps you are currently a Product Manager, or a Digital Strategist; you thrive on building strategies and processes that incorporate bright digital thinking to improve the experience for the customer and the effectiveness of marketing platforms. You are a champion of the digital experience; consistently looking to maximize the integration and impact of digital systems and platforms while keeping user experience front of mind.

KEY RESPONSIBILITIES

- In collaboration with the digital AOR, lead the development of a digital strategy and accompanying implementation plans for the digital experience. The strategy and implementation will improve our digital customer experience and connections through leveraging tools and technology including website, digital properties/platforms/channels, and data strategy
- Oversee data governance, including management and compliance across the organization
- Develop and manage the digital analytics reporting program in alignment with organizational and marketing goals and KPIs
- Provide digital insights, recommendations, and leadership to shape development of new digital tools and programs (B2C and B2B)
 - Develop digital programs which enhance consumer experience and connections
 - Support industry partners through digital programs that provide access to tools, resources, and information
 - Work collaboratively with B2B teams to support sales and foster lead generation

- Guide and foster three direct reports in delivery of the digital portfolio and achievement of team objectives
 - Coach Specialist, Digital and AOR in managing and growing existing digital properties including the website (enhancements, ongoing maintenance) and platforms (e-mail and third-party programming)
 - Coach Coordinator, Digital in publishing and SEO optimization on visitcalgary.com
 - Coach Coordinator, Digital in managing and growing technical components of digital assets library (Crowdriff).
 - Coach Coordinator, social media to manage and grow social media channels including content development and publishing, community engagement and monitoring
 - Coach Coordinator, social media in cross-organizational collaboration for content development, influencer engagement and visitor counselling on social media channels
- Manage digital portfolio budget and KPIs
- Maintain comprehensive and cross-functional digital content library system (air table).

QUALIFICATIONS

- Minimum of 6-8 years' experience in digital marketing and/or technical digital fields
- Strong understanding of technical and digital strategies with an ability to articulate how they account for and support an organization's entire web ecosystem
- Strong understanding of social platforms and management
- Proven track record of working collaboratively within a team and ability to manage multiple perspectives and needs across an organization.
- Solid knowledge and experience managing medium to large-scale digital programs and teams that meet business needs, goals and KPIs; Marketing Science, SEO, social media and B2B tactics. E-mail and third-party tools knowledge a plus.
- Demonstrated ability to anticipate, identify and adapt to important industry trends as well as advanced technologies.
- Experience with multiple analytics platforms including but not limited to Google Analytics, Google Data Studio, Sprout Social and bit.ly
- Familiar with principles of user experience and customer experience
- Experience with Content Management Systems and supporting platforms; Simpleview and Drupal experience is an asset
- Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy; Digital dashboard, user behaviour and/or data analysis reporting
- Proven working experience in developing processes and frameworks that improve workflow, drive efficiencies, and optimize results
- Excellent communication skills, verbal and written



- Strong budget, time, and project management expertise with an ability to prioritize, meet, and maintain deadlines

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 with a cover letter and resume to.

Roxanne Wideen
Director, HR
Tourism Calgary

Email 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.