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Calgary, Alberta, Canada T2G 0X8

visitcalgary.com



JOB DESCRIPTION

Coordinator, Marketing (9-Month Contract Position)

COMPANY OVERVIEW

Tourism Calgary is the official destination marketing and development organization for Calgary's tourism industry. For more than 60 years, the organization's primary purpose has been to promote Calgary and area as the destination of choice for leisure travelers. With a vision of making Calgary the ultimate host city, Tourism Calgary markets and sells the city locally, nationally, and internationally and advocates for its ongoing development as a destination. The organization hosts and attracts visitors, conventions, meetings and events and activates the city by fostering the growth of shareable, memorable experiences. Calgary's tourism industry contributes approximately \$1.6 billion in visitor spending by over 7 million visitors annually. For more information about Tourism Calgary, please visit www.visitcalgary.com.

THE POSITION

Reporting to the Interim Manager, Marketing, the Coordinator, Marketing will work with a variety of internal and external stakeholders to coordinate and support the execution of paid marketing campaigns and projects throughout the year. This is a 9-month contract position.

KEY RESPONSIBILITIES:

Campaign Production & Project Management

- Coordinate and execute marketing programs in alignment with the overall strategic marketing plan and Tourism Calgary brand
- Lead production of all program schedules from media plan through to creative execution and optimization
- Coordinate and track the progress of various marketing campaign deliverables including completion within deadlines, budget, and measuring results
- Provide recommendations and insights to Manager, Marketing to strengthen campaigns

Internal Ad Development

- Create and optimize digital ads through Facebook Ads Manager and Google Ads
- Provide ongoing reporting and insight generation for internal ads
- Manage internal ad budget

Team & Agency Relations

- Work collaboratively with internal teams and agencies as required to provide quality and on-time/budget deliverables (media planning, creative development, content coordination, and website updates)
- Support in the development of agency briefs for campaigns

Partnership Relations

- On-board partners to campaign direction and platform
- Coordinate with campaign partners to share creative, receive approvals/feedback, provide reporting materials, and ensure prompt follow-up to partner requests
- Work with campaign partners to obtain digital and video assets, offers, and other details that support campaigns
- Provide on-going member-related updates, communication materials, and reporting
- Develop and maintain strong partner and industry relationships
- Gather, compile and present campaign results and industry learnings for partner reporting
- Act as point of contact between partners and other Tourism Calgary departments
- Identify partner opportunities and provide partner recommendations
- Develop presentations and other communication materials

Budget & KPI Support

- Manage program component budget codes and monitor spending
- Review, process and track all invoices in departmental tracking system
- Manage all funding applications, evaluations, and invoice reconciliations
- Track KPIs for paid marketing programs
- Provide pacing updates, insights, and recommendations to strengthen programs

QUALIFICATIONS

- University Degree in Marketing, Business, or Communications preferred
- 2-4 years relevant work experience
- Demonstrated success with marketing concepts and experience with the development and execution of marketing campaigns
- Confident with Facebook Ads Manager and Google Ads
- Strong knowledge of Microsoft platforms (Excel, Word, PowerPoint).



- Strong project management skills
- 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

WORKING CONDITIONS

- This is a hybrid home/office position.
- 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 by April 8, 2022, to:

Roxanne Wideen
Director, Human Resources
Tourism Calgary
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