

phone 403.263.8510 fax 403.262.3809
200, 238 11 Avenue S.E.
Calgary, Alberta, Canada T2G 0X8

visitcalgary.com



JOB DESCRIPTION – Coordinator, 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 Manager, Digital and working within a broader team, the Coordinator, Digital will be a key member of the fast-paced marketing team. This position is at the heart of our digital publishing program – managing content publication for our various digital properties (primarily website and third-party platforms) The candidate fit for this position will work well independently and can manage a high volume of requests from various people while maintaining excellent internal stakeholder relationships.

A champion of our content and digital processes, the successful candidate will understand content management systems and will have a natural aptitude for other digital platforms as well as will proactively advise on how to best bring the Calgary story to life across all our digital channels. You have a keen eye for detail, are visually creative and are smart, engaging, and able to stay cool under pressure.

KEY RESPONSIBILITIES

- Lead and implement the content publishing and administration for the consumer, industry, sports, media and travel trade websites.
- Provide photo editing and image production for both mobile, desktop and display applications
- Organize and maintain and lead the digital media library assets management process (WebDam) including tagging, file naming convention and content alignment and team training
- Provide support in implementing and formatting content across other owned digital platforms such as YouTube and Pinterest
- Support the discoverability of visitcalgary.com by leading various SEO activities in coordination with the content team
- Support the digital activities and initiatives of the marketing team as needed

QUALIFICATIONS

- Minimum of 2 years' experience in digital marketing and/or technical digital fields
- Experience with Content Management Systems and supporting platforms; Drupal experience is an asset
- Experience with Adobe Creative Cloud including Photoshop and InDesign
- Excellent creative, strategic and problem-solving aptitude with the ability to work well independently and collaboratively as part of a team
- Excellent communication and customer service skills, verbal and written
- Strong time and project management expertise with an ability to prioritize, meet, communicate and maintain deadlines
- A hunger to learn and flourish and work in a fast paced, challenging and ever-changing environment

Working conditions

- This position 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 14, 2022.

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.