



JOB DESCRIPTION – MEDIA RELATIONS COORDINATOR

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 the 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, Travel Media, this dynamic role will assist with earned travel media activities including communications, partner engagement, media pitching, itinerary planning, and hosting support. Through their marketing role, the Media Relations Coordinator will play an important part in helping drive awareness of Calgary as a top travel destination.

KEY RESPONSIBILITIES:

- Content development for leisure and meetings & conventions earned media, including newsletter writing, as well as researching and writing compelling pitches aligned with trending content themes.
- Support incoming earned media requests, such as partner information, contacts, and images.
- Development of itineraries, including management of participants, logistics, partner coordination and gifting
- Hosting earned leisure and meetings & conventions travel media on FAM (familiarization) tours of the destination as required.
- Opportunity to pitch earned travel media, including at media marketplaces.
- Platform support including daily media monitoring and measurement.
- Development and maintenance of an earned media outreach list
- Tracking and reporting industry metrics
- Administrative support, such as inputting invoices into departmental budget
- Work closely with industry members and partners including Tourism Calgary partners, Travel Alberta, Destination Canada, and Calgary civic partners.



QUALIFICATIONS

- Strong written skills, including some media, marketing and/or corporate communications writing experience (ie. press releases, media pitches, published articles)
- Strong oral communication skills
- Self-starter who can take initiative and manage multiple priorities.
- Strong organizational skills and detail-oriented
- Strong multi-tasking and time management
- Enjoys engaging with people, building relationships, collaborating, and being a passionate advocate for the city.
- Required to work flexible hours as needed, lieu time provided.
- Minimum of 2 years' experience in communication, PR, or tourism fields
- Knowledge of Calgary and tourism partners preferred.
- Experience with software platforms an asset (Simpleview, AirTable, Meltwater, Mailchimp and Travefy)

Working conditions

- This is a hybrid home/office position with three days in the office and two flexible.
- Candidate must have private high-speed internet, quiet place to work.
- Equipment (cell phone & laptop) provided by Tourism Calgary
- A valid driver's license is required.

Application process

Reply in confidence with a cover letter and resume by

February 28, 2024:

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.