



JOB DESCRIPTION – Specialist, B2B Marketing 12 – 18-month contract position

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, B2B Marketing, this role is embedded within Tourism Calgary's Marketing, Sport, Culture & Major Events and Meetings & Conventions sales teams. The Specialist, B2B Marketing will act as a liaison between the sales and marketing teams and support with attracting Meetings, Conventions, and Incentive Travel (MC&IT) and Sport and Cultural event business to Calgary. The B2B marketing team will drive significant incremental economic and social benefits for the community and ensure that the events coming to Calgary receive the profile and activation needed to be successful in our city.

KEY RESPONSIBILITIES:

- Work collaboratively with the Manager, B2B Marketing and the broader marketing team to support in development, execution, measurement and reporting of B2B and event marketing programs.
- Work with event organizers to fulfill Tourism Calgary and our partners' benefits and obligations laid out in our agreements and contracts.
- Liaise with external and internal teams to identify key marketing and promotional opportunities. Marketing program objectives will include improving the participant experience, advancing Calgary's brand, increasing attendance, and activating in our community.
- Collaborate with teams on all marketing and sales activities to ensure consistency and alignment with brand and messaging.
- Develop briefs (including relevant audience insights, event details, etc.) on key events to support in the development and execution of marketing programs.
- Content development for and management of the Meetings & Conventions social media channels
- Support in the management and development of website content.
- Support in the development of sales and marketing assets, advertising creative, bid and promotional videos, sales and event activations, and collateral materials.
- Support in development and execution of communications plans for advocacy and program outreach to stakeholders and partners.

QUALIFICATIONS

- Minimum of 3-5 years' experience in marketing
- Detail orientated and highly organized with the ability to manage projects from inception to completion, prioritize, and meet and maintain deadlines with proven success record.
- Experience in a B2B marketing role or industry considered an asset.
- Experience in event marketing and/or management considered an asset.
- Strong relationship management skills
- Excellent communication skills, verbal and written.
- Adaptive and resourceful with a hunger to learn, flourish and work in a fast paced, challenging and ever-changing environment.
- Excellent creative, strategic and problem-solving aptitude with the ability to work well independently or as a member of a team or group.
- Knowledge of the sports, MC&IT and/or tourism industry considered an asset.
- Experience with Adobe Creative Suite is considered an asset.
- Must be computer literate, strong knowledge of database management, social media platforms and Microsoft Office

Working conditions

- This is a hybrid home/ Calgary 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

Application process

Reply in confidence with a cover letter and resume by **April 5th, 2024**.

Roxanne Wideen
Director, HR
Tourism Calgary
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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.