

Digital Marketing Co-ordinator

Tourism Kelowna is seeking a technically skilled and highly organized individual to fill the position of Digital Marketing Co-ordinator. In this role, you assist with digital marketing programs that increase visitor demand and drive overnight visitation to Kelowna and surrounding communities.

Key Responsibilities:

- Maintain and build out the Tourism Kelowna website including working with local tourism businesses on their listings and developing content that appeals to visitors researching and planning trips to Kelowna;
- Day to day management of the Tourism Kelowna website including working closely with the content management system provider (Simpleview), perform ongoing site performance review and content audits, and compile and review website results and reports;
- Review and optimize e-mail marketing platform (Distribion) and distribution lists, co-ordinate, program and distribute HTML e-mail campaigns and analyze results;
- Manage Tourism Kelowna's digital asset management system (Barberstock), including photo, video and other digital assets and the credits, rights and requests to use materials;
- Regularly monitor, analyze and optimize SEO for Tourism Kelowna website(s), blogs, and relevant social media channels; recommend adjustments as needed for continuous improvement;
- Support the Tourism Kelowna team on social media tactics including community management;
- Monitor marketing and brand tactics and assist staff on brand use to keep corporate and consumer materials consistent with guidelines as determined by the brand style guide, update marketing templates when required for ongoing use;
- Support the development and implementation of Tourism Kelowna marketing and digital marketing tactics and programs.

Key Competencies:

- Strong technical abilities and understanding of digital marketing programs and tactics and experience managing an organization's website and online experience;
- Experience and technical ability with software and programs including Microsoft Office; experience with customer relationship management (CRM) database software and websites managed through a content management system (CMS) (e.g. Simpleview), experience with HTML, CSS, CMS, Adobe Creative Suite and other digital marketing software;
- Self-starter with attention to detail;
- High degree of initiative and organization, ability to co-ordinate multiple projects simultaneously and prioritize deliverables and deadlines;
- Excellent verbal and written communication skills;
- Analytical thinker with excellent researching and reporting skills;
- Exceptional work ethic, positive team member; adept at inter-personal relationship building;
- Awareness of and interest in Kelowna and surrounding communities' tourism products and interest in the tourism industry;

Work Experience:

- Minimum of one - two years of marketing experience
- Experience in the tourism field is an asset

Education:

- Post-secondary degree in business and/or marketing

Deadline and how to apply:

- Interested individuals should submit their cover letter and resume to hr@tourismkelowna.com. This job posting will remain open until a suitable candidate is found, with the selection process starting on **Monday, March 13, 2017**. No appointments or phone calls please. Only those selected for an interview will be contacted.