

# DESTINATION GREATER VICTORIA

## **Job Description – Marketing Project Manager (1 Year Term, Full-Time)**

### **Title**

Marketing Project Manager (1 Year Term, Full-Time)

### **Reports To**

Vice President Marketing Communications

### **Summary**

The Marketing Project Manager holds a key role in the organization, responsible for partnering with the Tourism Cowichan Society to deliver collaborative marketing programs that showcase Cowichan as a natural trip-extension for visitors to Victoria, and vice versa. The program will show impactful results, providing value to Tourism Cowichan, as well as Destination Greater Victoria's internal and external stakeholder groups. They bring a passion for integrated, conversion-focused marketing campaigns with a unique mix of creative, strategic and analytical thinking. This position also requires the ability to foster strong working relationships and to proactively collaborate with and manage partners and promote alignment between the Tourism Cowichan and Destination Greater Victoria brands.

### **Job Duties**

- In collaboration with Executive Director, Tourism Cowichan and Vice President Marketing Communications, Destination Greater Victoria, develop a marketing strategy and execute the plan.
- Develop and execute a marketing plan that includes traditional channels as well as online initiatives.
- Map content strategy that supports and extends marketing and sales initiatives, both short and long-term, determining which methods work for the brand and why
  - Setting goals and tracking progress throughout the year
  - Continuous evolution of strategy
- Ensure prompt acknowledgment of all communications.
- Deliver results based on the agreed targets and timelines.
- Work cooperatively with stakeholders and businesses to drive mutual value.
- Establish clear goals and priorities, create efficiencies, foster productive communication and drive business results
- Works collaboratively with multiple internal departments to ensure marketing campaigns are pushed out when and where appropriate.
- Fields and evaluates all advertising inquiries.
- Identifies, researches and recommend/implement new marketing tools and trends.
- Other duties as assigned by the VP Marketing Communications.

### **Key Qualifications – Knowledge and Experience**

- A diploma in communications, marketing or another closely related field is required, while a degree is preferred.
- At least 5 years' experience in a consumer marketing role, destination marketing preferred.

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- Experience in an agency environment or experience managing marketing agencies required.
- Strong project management skills, with a demonstrated ability to manage multiple campaigns and partners simultaneously within tight timelines to deliver impactful results.
- Superb writing, content development and editing skills.
- Strategic, analytical, and able to communicate ideas with ease
- Knowledge of southern Vancouver Island is an asset.
- Good business acumen and proficiency in budget management.
- Valid driver's license.

## **Personal Attributes**

- Strong interpersonal and relationship management skills
- Positive attitude and focused on solutions.
- Strategic, analytical, and able to communicate ideas with ease.
- Energetic, proactive, self-motivated and results-oriented.
- Inherent drive for innovative solutions and approaches.
- Intuitive, approachable and open.
- Contributes to a culture of high performance and mutual support, fostering collaboration across the organization.
- Pro-active, self-motivated and results-oriented.
- Efficient, organized, and able to juggle various tasks.
- Excellent communication skills, including presentations and public speaking skills.
- Ability to work effectively as part of a team as well as independently.
- Strong ethical, and effective work acumen.

## **Working Conditions**

- Travel required.
- Ability to attend and conduct presentations.
- Overtime as required.

## **Compensation**

- This is a Level 5 position with a salary of approximately \$60,000 per annum.