

## **Job Description – Marketing Specialist**

### **Title**

Marketing Specialist

### **Reports To**

Director, Marketing Communications

### **Summary**

The Marketing Specialist is responsible for supporting with graphic design, digital updates, digital asset management, content management, and special offers. They will manage marketing collateral and develop consistent, audience-appropriate marketing assets. They will develop creative concepts, layouts and finished assets for web, print and digital marketing and support in the production of engaging, quality, attention-grabbing content.

### **Job Duties**

- Contribute effectively to a cross-functional marketing team, that collectively develop an integrated channel approach, leveraging various marketing and communications platforms to tell the Greater Victoria story and elevate the Destination Greater Victoria (DGV) brand.
- Support a passionate and creative team in delivering an ambitious marketing and media relations year-round calendar.

#### Graphic Design:

- Provide regular status updates, providing input on matters that require decisions related to publishing requirements, target audiences, and time parameters to contribute to and work collectively with partners, members and stakeholders.
- Provide advice on the development of presentation-ready material and customizing of graphics and other publication and promotional needs.
- Create graphic design materials for print and online environments, including websites, handouts, posters, newsletters, signage, advertisements, digital marketing assets, etc.
- Generate engaging, memorable visual and copy concepts by researching design trends and best practices, new technologies and applications.
- Contribute to the development, maintenance and updating of graphics, visual identity usage, and logo guidelines for DGV.
- Develop user-friendly templates and provide support to internal teams on working with templates and adhering to corporate brand standards.
- Ensure graphic design content is aligned with target demographics and key markets identified in the strategic plan; identify areas of improvement for DGV's graphic design strategy.

#### Marketing:

- Support the Marketing Manager with the creation of daily content utilizing strong writing skills and photography to inspire content sharing, moving consumers through the path to purchase.
- Integration of content activities with all MarComm-Trade activities organization-wide
- Optimize email marketing for device, timing and frequency; organize segmentation and personalization strategy; and craft compelling copy to increase open and click through rates.
- Manage and maintain the Simpleview CRM for the Marketing and Media departments.
- Work with Hubspot, the inbound marketing system, as well as social media dashboard platforms to maximize integration ensuring information is accurate and up to date.

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- Conduct ongoing testing and measurement to gauge content effectiveness, gathering and analyzing data and making recommendations based on those results
- Responsible for maintaining and organizing media clippings and sharing coverage with members.
- Barberstock/Digital Asset Management System (DAM) uploading and tagging and new user approvals.
- Organization of filing systems, including management of content assets such as photos, video and copy.
- Coordinate department materials and promotional items including any preparation and shipping of media kits, welcome packages, gifts, attraction passes and other collateral.
- Prepare reports using Simpleview and other inputs such as reports on social media analytics, media relations activities and website analytics.
- Update DGV's online calendar of events, managing approval of events and ensuring quality of the events listings such as photos and copywriting.
- Update the TripAdvisor Victoria.ca and Victoria.com pages.
- Update the website with minor changes as needed.
- Other duties as required.

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

- 3-5 years' experience in a marketing production and graphic design role.
- A degree or diploma in marketing, graphic design, or another closely related field is preferred.
- Experience with copywriting and email marketing and B2C and B2B marketing.
- Experience with and technical knowledge of Hootsuite, Wordpress, web design, HTML5 and Drupal.
- Proven experience with and ability to develop and deepen content channels including Facebook, Twitter, Instagram, Pinterest, blog and eNewsletters
- Superb writing, content development and editing skills
- Knowledge of Victoria's tourism experiences or general tourism background is an asset.
- Strong understanding of marketing concepts in the context of various print and digital media.
- Excellent analytical skills and advanced understanding of SEO, Google Analytics, Facebook analytics, etc.
- Proficient in a wide range of media formats and design software technologies, including Adobe Creative Suite (Illustrator, InDesign, and Photoshop).
- High computer literacy, including effective working proficiency in customer relationship management software such as Simpleview and Hubspot, Microsoft Office programs including Word, Excel, PowerPoint, and Outlook.

## **Personal Attributes**

- Positive attitude and willingness to work collaboratively.
- Creative and detail oriented.
- Intuitive, approachable and open to receiving creative feedback.
- Pro-active, self-motivated and results-oriented.
- Efficient, organized, and able to juggle various tasks.
- Ability to work effectively as part of a team as well as independently.
- Strong ethical, and effective work acumen.

## **Working Conditions**

- Occasional business travel may be required.
- Overtime as required.

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**Salary Band**

- This is a Level 6 position in accordance with DGV's established salary bands. The successful candidate can expect to enter the organization with an annual salary between \$45,900 and \$54,000 dependent on experience and related skills. This role has a top range of up to \$62,100 for high performers with extended years of service to DGV.
- Competitive benefits package.