

## **Job Description – Marketing Specialist, Events - Temporary**

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### **Title**

Marketing Specialist, Events - Temporary

### **Reports To**

VP Marketing Communications

### **Summary**

The Marketing Specialist, Events is responsible for delivering communications and marketing content that supports the success of events, sport tourism and business events. While this role is focused on events, collaboration and projects related to broader destination campaigns and content will also factor into this role. The Marketing Specialist, Events will bring a passion for conversion-focused, data-driven marketing offering a unique mix of creative, strategic and analytical thinking. They will be a publisher and optimizer of events-focused content and collateral and bring a positive and collaborative spirit to the Greater Victoria tourism industry at large.

### **Job Duties**

- Be the content leader for Destination Greater Victoria's event properties including website, blog, and social media.
- Curate and create strategic content with strong writing, graphic design and photography skills to create content that is worth sharing and moves consumers to identified conversions.
- Integration of content activities with all MarComm - Trade activities organization-wide.
- Strategic email marketing to optimize for device, timing and frequency; organize segmentation and personalization strategy; and craft compelling copy ensuring emails are being delivered, opened and clicked.
- Mobilize members to partake in content sharing to create a powerful, collaborative engine to extend our destination's reach and visibility.
- Ensure all content is on-brand, consistent in terms of style, quality, tone of voice and optimized for search and user experience.
- Ensure best practices in grammar, messaging, writing and style in adherence with Canada Press style.
- 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.
- Conduct ongoing testing and measurement to gauge content effectiveness, gathering and analyzing data and making recommendations based on those results.
- Stay on top of current trends in content marketing, digital marketing and design bringing new ideas, tactics and strategies to the organization on a regular basis.
- Have nimble and opportunistic approach with the ability to identify and leverage content opportunities as they arise.
- Work with HubSpot as well as social media dashboard platforms to maximize integration.
- Other duties as assigned by the Vice President of Marketing Communications.

DESTINATION GREATER  
**VICTORIA**

**Requirements**

- Data-driven, passionate marketer with a solid knowledge base of online and offline tactics with an eye on emerging trends and opportunities.
- At least two years of work experience in a content-related marketing role.
- Proven experience with and ability to develop and deepen content channels including Facebook, Twitter, Instagram, YouTube, blog and eNewsletters.
- Technical knowledge of HTML, SEO and Drupal.
- Effective working skills in Hubspot and intermediate/advanced knowledge of the Adobe Suite including InDesign, Photoshop, and Illustrator.
- Intermediate/advanced knowledge of Word, Excel, PowerPoint and Outlook.
- Superb writing, content development and editing skills.
- Energetic, self-motivated and results oriented.
- Excellent analytical skills and advanced understanding of Google Analytics, Facebook analytics, etc.
- University degree in a related field is preferred, will consider technical college degrees.
- Effective organizational skills.
- Polished public speaking and presentation skills.
- Ability to work effectively as a part of a team.
- Strong, ethical and effective work acumen.
- Positive addition to the DGV corporate culture.

**Working Conditions**

- Expected to be on-site to be part of the overall activation during events, which may include evening and weekend work.
- Ability to attend presentations and functions, occasionally outside of regular 8:30 am - 4:30 pm office hours.

**Compensation**

- The annual salary for this position will be \$45,900 - \$54,000.