

# DESTINATION GREATER VICTORIA

## **Job Posting – Manager, Destination & Digital Marketing**

Destination Greater Victoria is a dynamic organization looking to add to our talented team. Victoria is an increasingly popular and desirable travel destination and recently received the Reader's Choice Award from Conde Nast Traveller as second-best small city in the world. With a membership of over 950 businesses and counting, we offer a fast-paced, positive and results-oriented culture. We offer a unique opportunity to contribute to the tourism industry and work collaboratively with a variety of local businesses to drive year-round sustainable growth for Greater Victoria.

### **Summary of Manager, Destination & Digital Marketing role:**

The Manager, Destination & Digital Marketing will develop and execute a range of strategies and tactics within the marketing plan and manage the brand effectively across all departments. They will be the project manager for campaigns and will bring a unique mix of marketing acumen and passion for brand building. The Manager, Destination & Digital Marketing will manage the Destination Marketing team with the following positions and their responsibilities:

- Content Marketing Specialist, Business-to-Consumer
- Channel Marketing Specialist
- Graphic Design Specialist
- Sales and Marketing Coordinator

### **The ideal candidate for this role would have:**

- A bachelor's degree in a related field such as Marketing or Communications is required.
- A minimum of five year's work experience in a marketing role.
- Experience managing teams and providing guidance and oversight of projects.
- Experience with managing budgets and finance processes.
- Proven experience with and ability to develop content channels including Facebook, Twitter, Instagram, blog and eNewsletters.
- Superb writing, content development and editing skills.
- Excellent communication skills, including presentations and public speaking skills.
- Solid knowledge of online marketing tactics and an eye on emerging trends and opportunities.

A copy of the complete job description and details regarding the total compensation package can be found [HERE](#).

If you think you will make a great addition to Destination Greater Victoria's dynamic and energetic team, please apply with a cover letter and resume at:

<https://engagedhr.prevueaps.com/jobs/101068.html>

In your cover letter, please highlight how you meet the qualifications outlined in the job description. Applications will be accepted for this opportunity until Wednesday May 8 at 8pm.