

Marketing Programs & Research Co-ordinator

Tourism Kelowna is seeking an enthusiastic, results-oriented marketing and sales individual to help plan, deliver and analyze Tourism Kelowna's marketing and research programs. A strong planner, relationship builder and analytical thinker, you will be part of the team that delivers initiatives that reach and invite visitors to our incredible destination. You will also collect and share industry data to help our organization and our industry partners respond to and take advantage of opportunities to increase overnight visitation.

Key Responsibilities

- Acts as a key contact to Tourism Kelowna's stakeholders on the development and implementation of industry marketing programs and co-op advertising initiatives
- Provides ongoing account management support to Tourism Kelowna stakeholders; builds and maintains relationships with local tourism businesses and regularly collects feedback, shares information, provides analysis and communicates updates on progress made
- Provides information on and sells Tourism Kelowna's marketing programs to new stakeholders and prospects
- Plans and co-ordinates research requirements, analysis and reporting; shares insights and recommendations with Tourism Kelowna staff and industry partners
- Assists with major and ongoing research programs including visitor intercept surveys, economic impact reports, stakeholder satisfaction surveys, brand awareness research, key performance indicator collection and analysis, and tourism indicator reports
- Maintains detailed marketing statistics, tracking and reporting

Key Competencies

- Excellent verbal and written communication skills
- Strong account management and interpersonal, relationship management skills
- Superior understanding of all marketing distribution channels
- Budget and project management
- Detailed and results-oriented
- Responsive; has strong sales experience and is service-minded
- Ability to collect and interpret key research insights and strong understanding of market research, key performance indicators and visitor / traveller data
- Strong computer and database skills including Customer Relationship Management (CRM) programs
- High degree of initiative, strong analytical skills and organization
- Ability to co-ordinate and administer multiple projects simultaneously
- Ability to manage expectations of diverse stakeholder group

Work Experience

- Minimum of 3 years marketing, communication, public relations, or stakeholder relations experience as well as sales experience – specific tourism marketing experience is an asset
- Experience with research and data analysis is required
- Experience in an agency / account management role is an asset

Education:

- Minimum of a university degree in marketing or related field

Deadline:

- Interested individuals should submit their cover letter and resume in Word or PDF format to hr@tourismkelowna.com. This job posting will remain open until a suitable candidate is found, with the selection process starting on **Monday, December 4, 2017**.