

SCHEDULE "A"
TOURISM VANCOUVER
METRO VANCOUVER CONVENTION & VISITORS BUREAU

POSITION DESCRIPTION

IDENTIFICATION

Position Title:	Digital Content Marketing Specialist
Division:	Marketing
Reporting to:	Manager, Digital & Social Media
Date Prepared:	December 2017

POSITION SUMMARY

Reporting to the Manager, Digital & Social Media, the Digital Content Marketing Specialist is responsible for the day-to-day maintenance of Tourism Vancouver's digital channels, including social media engagement and community management, website content, digital campaigns, and blog operations which are consistent with Tourism Vancouver's overall digital strategy.

POSITION RESPONSIBILITIES

- Create/curate content for all Tourism Vancouver digital properties, including active social media channels, websites, apps, and blogs
- Continually seek out new and emerging opportunities for content distribution and community building
- Keep apprised of ongoing technology and best practices changes in social media and digital marketing
- Proactively monitor all Tourism Vancouver websites, ensuring accurate, current and engaging content that aligns with the brand objectives
- Assist with editorial for corporate blogs including managing the editorial calendar, contesting, content syndication and partnerships
- Assist with digital projects including image preparation, copywriting, media buys and graphic design
- Provide in-house organizational support for digital campaigns, newsletter development and deployment, social media campaigns
- Provide support in web analytics monitoring and reporting
- Provide internal technical support for Tourism Vancouver's email marketing platform
- Assist with coordination of advertising on digital assets
- Grow, manage and engage with Tourism Vancouver's online communities, ensuring they deliver on business objectives
- Other responsibilities as required and assigned by Tourism Vancouver

WORKING CONDITIONS

Some after-hours work may be required

QUALIFICATIONS

- 2+ years of experience in a similar role in a sales and marketing organization
- Online community management experience, including best practices and achieving associated KPIs
- Experience spearheading social media campaigns
- Knowledge of and experience with HTML (CSS also an advantage)
- Proven intermediate Photoshop or other image editing software knowledge and experience
- Knowledge of MS Word, Excel and PowerPoint
- Experience with various Content Management Systems (Wordpress, Concrete, Simpleview)
- Working understanding of SEO best practices
- Knowledge of SEM using Google Adwords
- Experience and familiarity with Google Analytics
- Copywriting experience in similar or related industry
- Proven ability to establish, prioritize, accomplish goals, meet deadlines/multiple priorities and have attention to detail
- Able to work well independently yet co-operatively; consistently committed to individual, team and corporate excellence
- Innovative, creative marketing and entrepreneurial qualities are an asset
- Possess a high level of professionalism, maturity, diplomacy and judgment regarding decision-making
- Possess a positive attitude, be highly motivated and a proven ability to take initiative
- Commitment to sales/service excellence and acts in a professional manner at all times
- Experience in travel and tourism marketing an asset; passion about Vancouver as an international destination
- Post-secondary education in digital marketing, communications and design is preferred and/or equivalent work experience