



'Visit The County' Destination, Marketing & Management Organization (DMMO) for Prince Edward County.

MARKETING & SPECIAL PROJECTS COORDINATOR

Full-Time 12-Month Contract

Visit the County is searching for a marketing and special projects coordinator who can execute marketing projects strategically advancing Visit The County's regenerative tourism goals. Responsibilities include project management, the scope of work development, vendor relations, communications, and brand management.

Based on the organizational mission, the Marketing & Special Projects Coordinator contributes to the visitor-facing and industry-facing annual marketing plan, defining tactical activities and resource requirements based on established budgets. The scope of work includes the continuous development of the destination brand, utilizing the PESO (paid, earned, shared and owned) approach to marketing, which includes but is not limited to digital advertising campaigns, media and influencer relations, and industry social media.

What You'll Sink Your Teeth Into

ORGANIZATION

1. You will oversee the DMMO brand asset development required for Visit The County's "always on" marketing channels, campaigns, products, visual assets, partner initiatives, long-form content and industry communications.
2. You will set and track yearly marketing metrics, ensuring impact reports are complete and communicating results to the Marketing Committee, Board of Directors, Industry Partners, and the Corporation of the County of Prince Edward.
3. You will lead special projects with written scopes of work and draft project briefs in accordance with Visit The County's procurement procedures and by-laws.
4. You will oversee and support the organization by encompassing the brand in both visitor-facing and industry-facing platforms, ensuring visuals and messaging are executed across all platforms and supporting Visit The County's destination development goals

MARKETING

5. You work collaboratively with the Marketing Committee to uphold marketing and brand standards for the organization and implement tools to ensure brand standards are met and adopted in all applications.
6. You lead Visit The County's digital asset development (photography and video), determining needs, contracting vendors, overseeing IP compliance, planning and executing photo shoots, ensuring assets are on brand for future marketing programs that contribute to organizational goals
7. You support the Social Media Strategist and Content Creator to ensure content output on visitor-facing channels is on brand and relevant to current goals, key initiatives, and special projects
8. You will oversee paid marketing initiatives, including but not limited to Meta Advertising, Google Ads, and more, either independently or in conjunction with vendors.
9. You will oversee the design/printing of marketing publications, ads, graphics, and promotional collateral.
10. You initiate and organize consumer promotions, media tours and industry familiarization trips in partnership with our agency of record and staff team.
11. You will develop, disseminate, and analyze visitor surveys to inform future marketing initiatives and special projects.

INDUSTRY RELATIONS

12. You lead the co-investment marketing partnership programs with Prince Edward County tourism stakeholders, including the disbursement of partner contracts and the effective management of partner budgets.
13. You oversee industry and community correspondence, leading the development and execution of sector-focused email newsletters and industry social media, including sharing industry research and travel/tourism statistics.
14. In collaboration with the Executive Director, you coordinate and facilitate industry events, networking, and sector consultation, including the preparation of presentations.

15. You may attend meetings, seminars, conventions, and workshops to further knowledge, stay informed of the changes in the tourism industry, and exchange information.

16. You will develop, issue and analyze industry surveys to inform future marketing initiatives and special projects, as well as annual reporting.

17. You will assist in organizing and booking meetings and workshops that may include minute-taking.

VISITOR SERVICES

18. You serve as the first point of contact for visitor services via the Visit The County website and hello@visitthecounty.com, answering inquiries from potential visitors, including the distribution of printed assets on a by-request basis to visitors via post.

19. You assist in coordinating the distribution program, working with operators to secure print assets and distribute them to local visitor hot spots

What You Bring To The Table:

- A degree or diploma in Communications and Tourism Marketing or a related field.
- A minimum of 5 years of working experience in tourism marketing or communications.
- Excellent project management skills with demonstrated ability to manage, monitor and evolve complex projects and programs and changing priorities
- Microsoft Office Applications: Outlook, Teams, OneNote, Planner, Adobe Creative Cloud,
- Exceptional oral and written communication skills (French is desired but not required).
- Highly organized, demonstrating an ability to execute multiple priorities within specified time frames.
- Demonstrates a positive attitude and willingness to go the extra mile to help the organization succeed and bring communications efforts to new heights.
- Displays integrity, diplomacy, and a high level of professionalism.
- Has strong team-oriented collaborative capabilities but is equally disciplined and productive working independently.
Is adaptable and can take constructive suggestions in stride.
- You are comfortable in a dynamic but remote environment with multiple demands on your time, and you are excited to take our organization's communications to the next level.
- You are fun, positive and a willing team player.

Nice to Haves

- A strong understanding of Ontario's tourism industry is an asset
- Additional Adobe Creative Suite knowledge

Salary Range is \$55,000 - \$65,000

No phone calls, please. We'll contact applicants that fit directly and invite them for a video conference interview. Please send a resume and a cover letter that addresses the above qualifications to opportunities@visitthecounty.com by **Monday, May 1st, 2023 -at 5 pm**. Please include 'Marketing and Special Projects Coordinator' in the subject line.

What We Bring To The Table:

- At Visit The County, we have a simple goal: to be authentic destination marketers and managers on a mission to position Prince Edward County as a world-class, year-round destination
- The freedom to work from home while representing The County™ and building relationships with the local community
- The freedom for you to innovate, try new things and design the future of Visit The County's digital brand
- Remote work model and purposed-based time experiencing The County™
- Two weeks paid vacation, plus days off for your birthday, statutory public holidays, including National Truth and Reconciliation Day
- Office closure (Christmas -New Year's Day)
- Flexible sick days

Organizational Profile:

Visit The County is the official Destination Marketing and Management Organization [DMMO] for Prince Edward County, with a mission to enrich the quality of life in Prince Edward County through responsible and sustainable destination development. By 2030 we envision Prince Edward County as a world-class, year-round destination with a flourishing visitor economy that is embraced by all community stakeholders.

