



Job Title: Marketing Coordinator

Function: Marketing, Social Media, Public Relations, Communications

Employer Name: Destination Osoyoos Development Society

Employment Terms: Full time, Hourly (40 hours/week)

Length of Employment: Maternity Leave Contract with the Potential to Extend

Education: University Bachelor's Degree; and/or a combination of post-secondary education and related work experience deemed equivalent.

Experience: Minimum 3 years related experience

Rate of Pay: \$25-\$27 per hour based on experience

Role:

Destination Osoyoos is a leading Destination Marketing Organization in British Columbia, dedicated to establishing Osoyoos as an all-season, must-visit destination. We are seeking a Marketing Coordinator to join our team on a temporary basis to cover a maternity leave. This role is crucial in supporting the Marketing Department across all areas of tourism marketing during this period.

Key Responsibilities:

- **Advertising Campaign Execution:** As an integral part of the Marketing Department, the Marketing Coordinator will closely follow the Annual Tactical Marketing Plan. You will collaborate with suppliers to execute advertising campaigns and initiatives that align with our strategic goals.
- **External Communications:** You will be responsible for creating and distributing communications on behalf of Destination Osoyoos. This includes producing regular e-newsletters for both consumers and stakeholders, ensuring our messaging is consistent and engaging.
- **Digital Marketing Coordination and Implementation:** In partnership with contracted suppliers, you will coordinate organic social media content and Google Search and Display advertising to maintain a strong online presence. You will also be responsible for launching paid Meta advertising based on the Annual Tactical Marketing Plan.
- **Website Content Development:** You will play a key role in developing and updating website content, including blogs and pages, to ensure our online platforms remain timely and informative.

- **Public Relations Support:** Support the Public Relations team by organizing Familiarization (FAM) tours. This involves preparing media bags, gathering gift certificates, arranging billing, and hosting tours as required.
- **Presentations and Reporting:** You will be responsible for developing marketing presentations and reports that effectively communicate our efforts and results. Additionally, you will manage databases, including digital content, photos, videos, and contacts, to keep our resources organized and accessible.
- **Stakeholder Engagement:** Regular interaction with Destination Osoyoos stakeholders is a key aspect of this role. You will collaborate on various projects and attend local events, ensuring all activities are aligned with our mission to promote Osoyoos and area as a premier destination.

Contract Duration: *This is a temporary maternity leave contract, with an expected duration of 12-15 months depending on start date, with the potential to extend employment beyond this period.*

Key Duties:

- Coordinate advertising campaigns including digital, television, and print.
- Implement paid advertising campaigns through Meta.
- Support social media and Google Advertising teams to coordinate digital marketing initiatives.
- Collaborate with regional and provincial industry partners to coordinate and execute co-operative marketing campaigns.
- Prepare and present monthly marketing reports and presentations for the board and stakeholders.
- Develop and distribute regular e-newsletters for both stakeholders and consumers via MailerLite.
- Oversee the digital asset library, providing assets for advertising campaigns and media requests as needed.
- Regularly update website content and ensure accuracy and relevance.
- Produce and publish written blog content for the website on a consistent basis.
- Create and supply written content, media files, and logos in response to media inquiries.
- Support the Public Relations team in organizing Familiarization (FAM) Tours, including logistics, coordination, and hosting.
- Support the Public Relations team in supplying written copy and content including image galleries.
- Assist the Executive Director with reports, presentations, and special projects as needed.
- Engage in team activities and represent the organization at stakeholder and community events as required.

Required Skills & Abilities:

- Proven experience in delivering comprehensive advertising campaigns across television, digital, and print platforms.
- Required expertise in deploying Meta ad campaigns.
- Strong knowledge, interest, and passion for Osoyoos and the surrounding areas.

- Experience and deep understanding of the Tourism Industry are highly valued.
- Proficient in Microsoft Office 365 and Windows Operating Systems, including Microsoft Teams, Excel, Word, and PowerPoint.
- Experience working in a dynamic office environment with shifting priorities.
- Demonstrated ability to work under tight timelines and meet strict deadlines.
- Highly organized, with a proactive approach to taking initiative when needed.
- Exceptional communication and organizational skills, with keen attention to detail.
- Solid understanding of both Traditional and Digital Marketing.
- Proven writing capabilities in digital formats, including blogs, website copy, and newsletters.
- Experience with WordPress CMS is a plus.
- Commitment to maintaining professionalism, including punctuality, approachability, and adherence to dress code.
- Fluency in English, with strong demonstrated writing skills.
- Legal authorization to work in Canada and the ability to commute to our office in Osoyoos.
- Willingness to work flexible hours, including occasional evenings and weekends.
- Ability to work independently as well as collaboratively within a team.

This position does not offer the opportunity to work remotely.