



**Job Title: Marketing Manager (Maternity Leave Contract)**

**Function:** Marketing, Digital Marketing, Communications, Advertising, Reporting, Stakeholder Engagement, Research

**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 5 years related experience

**Salary Range:** \$28-\$30 per hour based on experience

**Role:**

Destination Osoyoos is one of British Columbia's dynamic Destination Marketing Organizations, dedicated to establishing Osoyoos as a must-visit destination.

We are currently seeking a marketing professional to join our team on a full time, temporary basis to cover a maternity leave. The Marketing Manager will be responsible for executing all marketing campaigns as outlined in the 2025 Tactical Marketing Plan and for developing the 2026 Tactical Marketing Plan and budget.

The Marketing Manager will work to ensure that strategies are aligned with the annual marketing plan to maximize tourism impact in Osoyoos. In line with campaign objectives, this individual will be responsible for creating marketing and promotional materials as needed, such as graphics, advertising, and copy, ensuring consistency with the Destination Osoyoos brand and voice.

Additionally, this role will involve overseeing the company website and mobile application, ensuring regular updates are completed, including written and design content, structural/menu changes, SEO, and the addition of new pages.

This role will also oversee various agency contracts, including those for social media, Google Advertising, and Public Relations, ensuring alignment with Destination Osoyoos' goals. The role will include implementing paid Meta advertising campaigns as outlined in the 2025 Tactical Marketing Plan. Regular production of e-newsletters for stakeholders and consumers, including Crisis Communications messaging as needed, will also be required.

This role will further involve completing regular marketing presentations and reports, as well as building and maintaining relationships with stakeholders, suppliers, and industry members.



**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.*

**Duties & Responsibilities:**

- Develop, manage and analyze marketing strategies, timelines, and budgets;
- Regularly monitor and optimize marketing campaigns and tactics and report on results;
- Work with regional and provincial industry partners to develop co-operative campaigns and partnerships;
- Oversee external communications channels including e-newsletters and social media;
- Execute paid Meta advertising campaigns;
- Oversee the ongoing development and execution of paid search and display campaigns through Google;
- Oversee the development of stakeholder training seminars for marketing and digital programs; Oversee destinationosoyoos.com, create pages as needed for marketing campaigns, and oversee technical work as needed;
- Oversee marketing communications between stakeholders;
- Oversee the development of digital assets including photo and video;
- Provide content including written copy, graphics, video, and photography for marketing campaigns;
- Manage campaigns within regional and inter-community co-operatives;
- Manage advertising campaign reporting/tracking
- Complete monthly marketing reports and marketing presentations as required for board and stakeholders;
- Oversee PR team for organization of Familiarization (FAM) Tours and media requests including content and copy;
- Take part in FAM Tours as needed;
- Manage the implementation of marketing related research programs;
- Attend media, marketing, and trade show events on behalf of Destination Osoyoos;
- Oversee collateral development including graphics, posters, and advertisements;
- Research and implement marketing related software technology and research programs;
- Oversee content and technical updates for the Osoyoos Mobile Application;
- Oversee the Customer Relationship Management tool (CRM) including technical updates as needed;
- Assist Executive Director with reports, presentations, and projects as needed;
- Assist stakeholders on a project by project basis (i.e. grant applications, marketing information and insight)
- Participate in all team activities and attend stakeholder and community events as required.

**Required Skills and Abilities:**

- Ability to assess information and tourism data and make informed marketing decisions.
- Experience and deep understanding of the Tourism Industry.



- Experience with managing and maintaining budget.
- General knowledge, interest in, and passion for Osoyoos and surrounding area.
- Content and copy creation, editing, and attention to detail.
- Knowledge of social media platforms including but not limited to Facebook and Instagram.
- Experience with paid digital campaigns for social media platforms.
- Experience with paid campaigns for Google Ads Search and Display network.
- Knowledge of WordPress website development, analytics, and SEO.
- Knowledge of CrowdRiff platform for digital asset management.
- Experience creating collateral for various marketing channels including graphics, posters, ads; and video.
- Proficient in Microsoft Office 365 and Windows Operating Systems, including Microsoft Teams, Excel, Word, Outlook, 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.
- 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.

**Additional Skills:**

Strong knowledge of web-based software such as WordPress Content Management System (CMS), Salesforce Customer Relationship Management (CRM), Mail Chimp, and Microsoft Office Suite (Word, PowerPoint, Excel, Outlook); Customer and B2B experience is required; ability to be self-motivated and to work exceptional hours as required for the position.

**Areas of Specialization:**

Tourism, Marketing, Communications, Digital Marketing, Social Media, Website Development, Tourism Research, Advertising, Reporting and Analytics, Stakeholder Engagement.