

June 2022

About Tourism Kelowna:

Working on behalf of nearly 400 local businesses, Tourism Kelowna is proud to be the lead destination marketing organization for the Central Okanagan generating overnight visitor demand that economically benefits Kelowna and its neighbouring communities. In 2021, over 2.2 million visitors came to Kelowna. Visitors spend approximately \$443 million dollars annually. Overall, our local tourism industry contributes over \$2.1 billion in total economic output and provides nearly 13,000 jobs and generates \$204 million in tax revenues. Our team works hard and with integrity to market our destination and deliver a memorable visitor experience, and our team works collaboratively and effectively to create breakthrough results that make a difference for the local tourism industry and our community.

TRAVEL MEDIA & COMMUNICATIONS

The Opportunity:

Tourism Kelowna is looking for an energetic, dedicated, and resourceful team member who is a natural champion for our destination, understands media in all forms, is good with finding and generating interesting stories about our destination and finding individuals and media outlets who can cover those stories. This role oversees our earned media efforts, including travel, news and social media channels, to grow media coverage for the destination and reach target audiences. This individual will be a key go-to resource on what's new, interesting, and happening in Kelowna and the Central Okanagan.

Key Responsibilities

- **Travel Media & Influencers**
 - Develop and implement a comprehensive travel media and influencer program that leads to increased exposure for our destination.
 - Generate and pitch story ideas and concepts, handle ongoing media requests, and work with media to develop feature content across a variety of mediums.
 - Plan and host media familiarization trips including assembling an interesting story angle, developing an itinerary of events to showcase the activities and experiences, and create support materials to help media and influencers develop stories and content.
 - Maintains a current database of media and travel writers from domestic and select international markets. Researches key individuals and outlets to match story opportunities and assignments. Keeps in regular touch with story leads and ideas.
 - Evaluate relevancy and alignment of media and influencer requests to match marketing goals and audiences.
 - Develop and distribute media kits and story ideas throughout the year and in advance of key events.
 - Works with our media monitoring service to capture and evaluate stories about our destination. Shares media stories with local businesses.
 - Liaise with tourism industry partners to showcase the value of earned media and share best practices.
 - Work with tourism and industry partners at the national, provincial, regional, and community level to feature Kelowna and the Central Okanagan as a top travel destination.
 - Represent Tourism Kelowna at external functions including media and industry marketplaces, events, conferences, meetings, and press trips.
 - Create and update media information including brochures, travel itineraries, e-newsletters, website content, and more.

- **Social Media & Content Creators**
 - Develops and oversees Tourism Kelowna's social media strategy for consumer-facing content.
 - Works with content specialists, contributors, and social media contractor, to generate content, initiatives, and campaigns to support Tourism Kelowna's marketing and communication strategy.
 - Leads development of a local influencer / content creator program.
 - Identifies and implements tactics to further build user-generated content.
 - Works with other social media leads from local tourism businesses on joint initiatives, campaigns, and collaborations.
 - Researches and evaluates new social media technology and channels for Tourism Kelowna to use.

- **News & Media Relations**
 - Write and distribute media advisories, news releases, feature articles, and media backgrounders.
 - Handles incoming media requests for interviews and information; provides background, and co-ordinates spokesperson for interviews.
 - Develops and maintains key messages, backgrounders, and question and answer documents.
 - Create original stories and unique content for outlets and media to refer to and use.
 - Assists with corporate communications.

- **General**
 - Collect, review and report performance metrics monthly.
 - Prepare and monitor annual project budgets.
 - Other duties as assigned.

Note: this position involves occasional work in evenings and weekends while attending media tradeshow or hosting media while visiting our destination. Flexibility and willingness to work outside of normal business hours is required; time in lieu is offered.

Competencies

- Strong verbal and written communication skills.
- Collaborative approach; strong relationship building skills.
- Highly motivated with high degree of initiative.
- Background working in or with media; handling and preparing information for key audiences.
- Good planner, ability to meet tight deadlines.
- Proven record as a high-energy, self-starting, positive team member.
- Creative and resourceful; solution- and service-oriented.
- Attention to detail and ability to handle multiple projects concurrently.
- Ability to exercise independence of judgment and carry out the responsibilities independently.
- Knowledge of and interest in Kelowna's tourism industry and local tourism businesses.
- Fully proficient with variety of computer software and applications including Microsoft Office, customer relationship management software (CRM), and media monitoring technologies is an asset.

Work Experience

- 5+ years of experience in communications field or similar.
- Media relations experience.
- Experience in the tourism field or with a local tourism business is an asset.

Education

- Post-secondary degree (or equivalent) in communications, public relations, marketing, business administration, tourism, or related field is preferred.

Reports To

- Director of Marketing and Communications

Deadline & How to Apply

- Please submit cover letter (optional) and resume to hr@tourismkelowna.com with “**Travel Media & Communications**” in the subject line. You are encouraged to apply soon, as interviews will be ongoing. This position will remain open until filled. No appointments, contractors, or phone calls, please. Thank you for your interest in working with the Tourism Kelowna team.