

Tourism Kelowna is looking for an energetic, dedicated, and resourceful team member with the natural ability to act as a champion and host for our destination as they deliver our travel media and communications program to writers, influencers, news media, and other content creators from across North America and targeted international markets.

About Tourism Kelowna

As the lead destination marketing organization for the Central Okanagan, Tourism Kelowna works on behalf of 400 local businesses and an entire tourism community to generate overnight visitor demand that economically benefits Kelowna and its surrounding areas. A four-season outdoor playground, Kelowna attracts over 2 million visitors annually who in turn generate \$337 million in local spending. A vital economic driver for the region, Kelowna's tourism industry provides 12,000 jobs, \$142 million in tax revenue and generates \$1.25 billion in total economic output annually.

Role:

- Develop and implement a comprehensive travel media and influencer program that leads to increased exposure for our destination and increased overnight visitation.
- Provide media relations support to provide information and story ideas to travel media and news media resulting in additional coverage for our destination and Tourism Kelowna's work.

Responsibilities

- Develop Tourism Kelowna's annual travel media and influencer program
- Identify, research and target key media and influencers with customized story ideas and pitches that support Tourism Kelowna's marketing and communications plan and editorial calendar
- Establish, build and maintain relationships with travel media, influencers and news media
- Plan and host media familiarization trips including assembling an interesting story angle, developing an itinerary of events to showcase activities and experiences, and create support materials to help media and influencers develop stories and content
- Assess, recommend, and respond to media opportunities and partnerships, and handle ongoing requests for information or images, interviews, and fact-checking
- Work with tourism and industry partners at the national, provincial, regional, and community level to feature Kelowna as a top travel destination
- Develop and distribute media kits and story ideas throughout the year and in advance of key events
- Write and distribute media advisories, news releases, feature articles and media backgrounders, and co-ordinate the resulting media requests
- Create original stories and unique content for outlets and media to refer to and use
- Maintain clipping archives and distribute media stories to local tourism businesses
- Collect, review and report performance metrics monthly
- Prepare and monitor annual project budget
- Provide support to corporate / stakeholder communications program
- 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, website content and more
- Other duties as assigned

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 a variety of audiences
- Good planner, ability to meet tight deadlines
- Proven record as a high-energy, self-starting, positive team member
- Responsive and service orientated
- Creative and resourceful; solution-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 an 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

Education & Work Experience

- Post-secondary degree (or equivalent) in communications, public relations, marketing, business administration, tourism or related field
- 2+ years of experience in communications field or similar
- Media relations experience
- Experience in tourism is an asset

Deadline & How to Apply

- Please submit cover letter and resume to hr@tourismkelowna.com. Interviews for this position will begin shortly, and candidates are encouraged to submit their application as soon as possible, ideally before April 15. The 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.