



JOB DESCRIPTION

POSITION TITLE: Content & Social Media Manager- **FIXED TERM CONTRACT 19 months**

DEPARTMENT: Global Marketing

REPORTS TO: Senior Manager, Content

ABOUT DESTINATION TORONTO

Toronto's visitor economy is a vital economic engine for the city, with a record 28.2 million visitors generating over \$9 billion in visitor spending in 2025. Destination Toronto's purpose is to ignite the city's visitor economy to enrich and empower its communities. Operating in partnership with the City of Toronto and the tourism and hospitality community, Destination Toronto promotes the city to attract visitors and major meetings and events, and supports local businesses in maximizing the opportunities of the visitor economy. For more information, please visit [DestinationToronto.com](https://www.destinationtoronto.com).

ROLE SUMMARY

As a member of the Global Marketing team, the Content & Social Manager is responsible for leading the development, execution, and optimization of content across Destination Toronto's Business Events digital platforms to drive engagement, generate leads, and grow audience.

Working closely with the Senior Manager, Content, the Manager translates departmental and editorial strategy into impactful content across website, e-news, and social media (LinkedIn and X).

This role owns the end-to-end planning, publishing, and optimization of Business Events content across channels, while contributing hands-on through content creation, writing, editing, and commissioning. The Manager ensures content meets quality and performance standards, manages external vendors and partners, and leads initiatives that enhance overall content effectiveness and impact.

As Destination Toronto continues to adopt and champion AI in the workplace, the successful candidate will leverage AI tools and processes across the role, where appropriate and aligned with organizational governance.

CORE RESPONSIBILITIES

Website & CMS Platform Management

- Manage an editorial roadmap in alignment with editorial priorities, sales objectives, and key industry moments.
- Own the creation of content on the Business Events website, including articles, landing pages, campaigns, forms and general UX.
- Lead publishing workflows, QA, and updates to ensure accuracy and timeliness, including hands-on CMS publishing.
- Develop and optimize landing pages to maximize performance according to SEO, GEO, and engagement best practices
- Audit and evolve content to improve user experience, strengthen B2B storytelling, and align with current strategies
- Serve as CMS super-user, supporting publishing needs across Business Events and Corporate Communications
- Collaborate cross-functionally to ensure content supports Business Events marketing priorities
- Monitor website performance on an ongoing basis
- Support coordination of website updates and content requests across teams

Email Marketing Platform Management

- Plan, build, test, and deploy newsletters and email campaigns for Business Events audiences, including hands-on execution (e.g., ActiveCampaign)
- Deliver A/B testing, personalization, and ongoing optimization to improve performance
- Track and report on campaign metrics, providing actionable insights
- Support segmentation, list management, and automation to enhance targeting and growth

Content Creation & Commissioning

- Research, write, and edit compelling, optimized content across website and e-news
- Lead content development across formats, including briefing, assigning, editing, optimizing, and publishing
- Commission and manage content from freelancers, internal contributors, and partners
- Source and manage photography and visual assets
- Ensure all content reflects Destination Toronto's brand, editorial voice, and DEI principles

Social Media

- Own the planning and execution of Business Events social channels (LinkedIn and X)
- Develop and maintain a content calendar aligned with editorial priorities, campaigns, and industry initiatives
- Create and oversee platform-optimized content, including copy and creative direction

- Publish and optimize content, including scheduling and paid amplification (primarily LinkedIn)
- Monitor performance and social listening, providing insights to improve effectiveness
- Collaborate on integrated campaigns to ensure alignment with broader marketing initiatives
- Develop and execute content supporting partnerships, campaigns, and attendance-building programs
- Engage audiences and support in-market event amplification through community management

Photo Research and Digital Asset Management

- Research and curate uploaded owned photography
- Source a large selection of UGC for use across social media, web and email marketing
- Upload photography and assets from various projects on an on-going basis, including meta data and usage rights

Admin

- Support budget management by filing and tracking all invoices

KNOWLEDGE

- Strong understanding of content marketing and digital communications
- Demonstrated knowledge of CMS, email marketing, and social media platforms
- Knowledge of SEO, GEO, and content performance measurement
- Knowledge of project management, planning, and cross-functional coordination
- Understanding of the visitor economy and tourism industry is an asset
- Curiosity and openness to evolving marketing and technology trends

ABILITIES, SKILLS AND COMPETENCIES

- Excellent communication and interpersonal skills
- Skilled writer, editor, and creative thinker with strong attention to detail
- Strong analytical mindset; ability to generate insights and adjust tactics to drive results
- Strong project management and organizational skills; ability to manage multiple priorities
- Initiative and judgment to manage workflows and guide content decisions
- Strong problem-solving and collaboration skills
- Ability to work under pressure and meet tight deadlines

EDUCATION

- University degree in Marketing, Communications, or a related field, or equivalent experience

EXPERIENCE

- Minimum of 3 years of experience in marketing communications, content management, or digital publishing
- Proven experience building within CMS and email platforms to deliver results
- Proven experience working within social media campaign platforms, specifically LinkedIn
- Experience commissioning and editing content from contributors (written, photography and video)
- Experience with SEO, GEO, analytics, social listening and general optimization techniques
- Tourism, culture, or hospitality experience is an asset
- Portfolio of content creation and writing skills

LANGUAGE

- English essential

APPLICATION DETAILS

Please send your resume to human-resource@destinationtoronto.com and clearly indicate the application is for the position of "Content & Social Media Manager" in the subject line.

If you require a disability-related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We are committed to equitable hiring practices. Please note that as part of our recruitment process, we may use automated tools to screen resumes for qualifications and relevant experience. Human oversight is maintained throughout the selection process to ensure fairness and transparency.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.

This position reflects a current vacancy.

Compensation: \$83,000