

Toronto's visitor economy is a vital and important sector of Toronto's overall economic engine, generating more than \$10 billion in economic activity and supporting 70,000 jobs in 2019. Working closely with the private sector and various governments, [Destination Toronto's](#) mandate is to reflect the breadth and diversity of Toronto's people, places and culture to inspire residents and visitors to meet, visit and explore our city. In support of our mandate, the Global Marketing Department is a dynamic marketing and communications team that is composed of content strategists, digital & social specialists, creative experts, and marketing & PR thought leaders who collectively thrive in a fast-paced environment.

## **JOB DESCRIPTION**

**POSITION TITLE:** Corporate Communications Coordinator  
**DEPARTMENT:** Global Marketing  
**REPORTS TO:** Senior Manager, Corporate Communications  
**UPDATED:** July 2022

## **ROLE SUMMARY**

To support the Global Marketing department in its delivery of corporate and internal communication programs that are aimed at sharing the stories of Destination Toronto across a variety of platforms, including the content hub, newsletters, corporate social media, intranet and press releases.

## **CORE RESPONSIBILITIES**

- Work with Sr Manager, Corporate Communications to build and maintain an editorial calendar
- Maintain and update content hub (research & insights terminal) and intranet, aligned to calendar and supporting respective audience needs
- Work cross-functionally to QA, and gain approvals to push content updates to live site
- Support as needed in researching and writing engaging blog content for intranet and content hub, including sourcing of photography
- Build and test emails before deployment, being held accountable for catching bugs and/or typos.
- Find areas of improvement for efficiencies in building and deploying email campaigns
- Continuously test and optimize existing lead nurture and email campaigns
- Support in ensuring corporate presentations are up to date and accurate
- Perform follow-up actions on specific programs and meetings on behalf of the communications team as necessary
- Conduct industry and destination research as needed
- Compile data, source screen captures and other content and materials for presentations, reports and proposals
- Manage and maintain media database and lists - develop customized lists for specific projects where applicable
- Keep up to date on the destination and industry trends

Administrative duties, including but not limited to:

- Prepare and track purchase orders and expenses, with reconciliation to the planned budget.
- Provide planning, execution and reporting support, including liaising with outside partners, representatives, agencies, vendors, and suppliers
- This role may require occasional evening and weekend work to support major events

## **ABILITIES, SKILLS AND COMPETENCIES**

- Independent, creative, flexible, solution-oriented thinker
- Demonstrated ability to adapt quickly to situations, manage multiple and conflicting demands, and meet tight deadlines in a fast-paced environment
- Highly proficient in Google Workspace, including Sheets and Slides.
- Outstanding verbal and interpersonal skills for frequent interaction with media, partners and stakeholders
- Strong professional writing skills. Proficient use of English grammar, spelling and punctuation with the ability to proofread and copy edit presentations, documents and data
- Ability to work collaboratively, cooperatively and communicate effectively

## **EDUCATION**

- Media relations and/or formal marketing training through a recognized diploma or certificate program or equivalent experience

## **EXPERIENCE**

- Two+ years in a marketing and communications role including experience working directly with media an asset - understanding of media's needs, including pitching press releases and securing coverage
- Experience working with multiple stakeholders, external agency partners and suppliers

## **LANGUAGE**

- English essential

## **How to Apply**

Please send your resume to [human-resource@destinationtoronto.com](mailto:human-resource@destinationtoronto.com) and clearly indicate the application is for the position of "Corporate Communications Coordinator" 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 thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.