

## **JOB DESCRIPTION**

**POSITION TITLE:** Marketing Specialist  
**DEPARTMENT:** Global Marketing  
**REPORTS TO:** Senior Manager, Marketing  
**UPDATED:** November 2022

### **About Destination Toronto**

Toronto's visitor economy is a vital economic engine for the city, generating more than \$10 billion in economic activity and supporting 70,000 jobs in 2019. 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. Operating in partnership with the City of Toronto, the Greater Toronto Hotel Association and the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries, Destination Toronto (DT) markets and promotes the city to global travellers, attracts and supports major meetings and events, and supports local businesses to maximize the opportunities of visitor spending

### **Role Summary:**

Reporting to the Senior Manager, Marketing, this role contributes to the development of marketing and communication plans and initiatives that promote Toronto as a destination for leisure travel, as assigned. Specifically, the role focuses on the development and implementation of content-driven programs, working closely with the Content and Communications Team and Leisure Trade Sales Team to ensure the successful delivery of content, marketing and/or sales tools and joint marketing initiatives with international, national and local partners. In addition, the role will contribute to the development and execution of programs across paid media, earned media, and applicable trade channels.

### **Core Responsibilities:**

Manage the execution of marketing programs through to post analysis reporting and discussions, including but not limited to:

- o Liaising with outside partners, representatives, agencies, vendors, and suppliers
- o Contribute to the management of partner and agency relations for marketing programs, including managing timely feedback and delivering creative assets.
- o Perform follow-up actions on specific programs and meetings on behalf of the marketing team when necessary (i.e. reporting metrics)
- o Manage internal coordination of resources that support the execution of marketing programs.
- o Monitor and report on program effectiveness
- Manage external and internal writers, editors and content producers through the allocation and review of content assignments.
- Ensure Destination Toronto's narrative and brand guidelines are expressed effectively in all marketing and communication programs
- Ensure all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience for all channels of content.
- Contribute to the planning and development of B2B eNewsletters
- Curate and update assets and other collateral content for a wide variety of projects and requests
- Contribute to an editorial content calendar across multiple channels
- Administrative support including preparation of Purchase Orders (PO), PO backup, managing flow of invoices and reconciliation of POs and Expenses
- Compile data, source screen captures and other content and materials for presentations, reports and proposals

**Qualifications:**

- 2 plus years of marketing experience that includes having led the management and execution of digital content marketing campaigns and initiatives
- Strong, demonstrated understanding of digital content marketing best practices, both creative and strategic
- Understanding of digital-first marketing tactics and measurement
- Demonstrated understanding of dynamic, compelling storytelling across platforms
- Demonstrated ability to adapt quickly to situations, manage multiple and conflicting demands, and meet tight deadlines in a fast-paced environment
- Ability to proofread and copy-edit presentations, documents and data
- Highly proficient in Google Suite/Microsoft Office (Word, Excel, file management, etc.)
- Content management and B2B email marketing experience a strong asset
- Experience working with an experiential brand(s) an asset

**Skills:**

- Strong project management and organizational skills
- Detail-oriented with the ability to manage multiple tasks and prioritization for completion in a fast-paced environment
- Strong storytelling skills, creative eye and attention to detail
- Strong writing skills. Proficient use of English grammar, spelling and punctuation.
- Not afraid to ask lots of questions in order to gain a strong understanding of a project; does not shy away from difficult conversations and decisions
- Creative problem solver that brings ideas and innovation to the position; flexible, solution-oriented thinker
- Shows the ability to adapt quickly to change, and thrive in ambiguous situations
- Adeptly communicates, listens for understanding, and provides thought-provoking feedback
- A successful collaborator who is open to diverse ideas and leverages differences to build toward a shared purpose

**Education:**

- University degree in Marketing or another field directly related to the position, or an acceptable combination of education, training and experience

**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 "Marketing Specialist" 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.