

JOB DESCRIPTION

Marketing Specialist

ROLE SUMMARY

Reporting to the Senior Manager, Marketing, the focus of the role is being responsible for the execution of the creative and paid media plans, working closely with other business lines to ensure campaign integration is achieved across all channels, and ensuring partners who are based both locally and in market are aligned to support campaign tactics. In addition, the role also acts as a key liaison for suppliers & agencies, who support Destination Toronto, in the development and execution of programs and campaigns across paid media, earned media, and applicable leisure trade channels.

CORE RESPONSIBILITIES

Marketing

- Manage execution of marketing programs through to post analysis reporting and discussions, including but is not limited to:
 - Manage delivery of marketing programs. Ensure that partner messages are supportive of and consistent our brand.
 - Contribute to the strategic development of marketing programs and support the development of insight-driven briefs that will inspire partners to produce impactful engaging creative and smart media channel planning.
 - Manage internal and external flow of information and disseminate it according to plan/strategy.
 - Manage Partner and Agency Relations for marketing programs, including managing timely feedback
 - Manage internal coordination of resources that support the execution of and reporting of marketing programs.
 - Lead cross-functional execution meetings (Marketing, Partners, Media Agencies, Production partners) to ensure that marketing campaigns are on brand, approved by all stakeholders, and following workback schedules so that projects are completed within required timelines
 - Ensure program KPI tracking is in place and manage the delivery/production of reports as required

Coordination and Operations

- Work with Senior Manager, Marketing to manage overall budget and expenses
- Create and interpret a variety of reports and presentations on the outcomes of marketing campaigns and programs
- On occasion, provide support to the greater Global Marketing team, including but not limited to providing administrative support for business line Directors and Executives
- Coordinate on Market Research and Analytics to uncover and share findings/studies. Help identify marketing trends and key opportunities for innovation

KNOWLEDGE

- Understanding and experience in digital marketing channels, techniques, tools and measurement.
- Knowledge of digital marketing performance measures and analytics

ABILITIES, SKILLS AND COMPETENCIES

- Strong project management skills, experience in and the ability to manage complex and challenging marketing projects while being champion of timelines with attention to detail
- Strong partnership management skills with experience managing the execution of marketing partnership programs.
- Creative problem solver that brings ideas and innovation to the position. Ability to challenge the status-quo and work with other departments to find solutions to unique challenges
- Adeptly communicates, listens for understanding, and provides thought-provoking feedback
- Is detail-oriented with the ability to manage multiple tasks and prioritization for completion in a fast paced environment
- Successful collaborator. Is open to diverse ideas and leverages differences to build toward a shared purpose
- Shows the ability to adapt quickly to change, and thrive in ambiguous situations

EDUCATION

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

EXPERIENCE

- Minimum of 2 years of experience working in a Specialist role that includes having led the management and execution of digital marketing campaigns.
- Experience in local tourism industry is an asset
- Experience working with experiential brand(s) is an asset

LANGUAGE

- English essential

About Destination Toronto

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 comprised of content strategists, digital & social specialists, creative experts, and marketing & PR thought leaders who collectively thrive in a fast-paced environment.

www.destinationtoronto.com

How to Apply

Please send resume to 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.