



## Media Relations & Marketing Coordinator Job Ad

### **NATURE AND SCOPE:**

Destination Toronto is the official destination marketing organization for the City of Toronto. We are a dynamic creative communications team of expert storytellers that thrives in a fast-paced environment built upon strategic thinking and collaboration. We are fortunate to work for one of the most exciting destination brands in the world and an organization that is focused on leading the world to Toronto and growing the visitor economy.

### **PRIMARY OBJECTIVE**

To support the Global Marketing department in its delivery of Media Relations and Marketing programs that are aimed at raising awareness of Toronto as a must-see destination and driving incremental overnight business to Toronto.

### **RESPONSIBILITIES:**

Media Relations support including, but not limited to:

- Build itineraries and coordinate logistics for production crews and visiting media and influencers
- Conduct reactive and proactive media outreach in concert with the Media Relations Managers
- Contribute to development of story ideas and media outreach initiatives
- Liaise directly with member organizations and/or suppliers to support marketing production needs, media inquiries, media visits, media event needs (e.g. location access, shipping, airfare, accommodations, tours, catering, AV, contracts)
- Perform follow-up actions on specific programs and meetings on behalf of media relations team members as necessary (i.e. secure media coverage)
- Support Media Team with project coordination (i.e. press tours, missions, promotions, media visits, marketplaces, fact-checking and story research, photo/video fulfillment, etc.)
- Write, edit, proofread and manage distribution and follow up of press releases to media outlets, as well as media opportunities newsletter to members if and where applicable
- Conduct industry and destination research where needed for media stories, pitches and press releases
- 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
- Pull monthly media coverage reports from media monitoring service
- Ensure industry directories and listing opportunities are maximized, have correct links and showcase current content where applicable
- Support the updating of collateral material and content on media section of DestinationToronto.com. Work with colleagues to ensure media site and material is up-to-date
- Keep up to date on the destination and industry trends

Administrative duties, including but not limited to:

- Prepare, tracking of purchase orders and expenses, with reconciliation to planned budget.

- Provide planning, reporting, creative production and paid marketing campaign execution support, including liaising with outside partners, representatives, agencies, vendors, and suppliers
- This role may require occasional evening and weekend work to support major events and to host visiting media

#### **MARKETING COORDINATOR - EXPERIENCE + SKILLS**

- 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
- Media relations and/or formal marketing training through a recognized diploma or certificate program or equivalent experience
- Experience working within a creative or advertising agency an asset
- Experience with and supporting integrated marketing programs, including interactive and social components is an asset
- 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.
- Experience working with multiple stakeholders, external agency partners and suppliers
- 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

#### **How to Apply**

Please send resume with a link to their online portfolio of work for consideration to [hr@destinationtoronto.com](mailto:hr@destinationtoronto.com) and clearly indicate the application is for the position of "Marketing & Media Relations 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.

#### **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 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.

[www.destinationtoronto.com](http://www.destinationtoronto.com)