

JOB DESCRIPTION

POSITION TITLE: Senior Manager, Global Marketing
DEPARTMENT: Global Marketing
REPORTS TO: Director Go-To-Market & Media Relations
UPDATED: December 2021

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

ROLE SUMMARY

Reporting to the Director, Global Marketing, the role contributes to the development of strategic marketing and communication frameworks, while also leveraging corporate business direction in planning and implementing marketing and communication initiatives to promote Toronto as a destination in both domestic and international markets.

Specifically the focus of the role is being responsible for the development and implementation of the creative and paid media plans, works closely with the Brand & Content Team to ensure integration across all channels, and lead content programs with national and local partners. In addition, the role also acts as a key lead for suppliers & agencies, who support Destination Toronto, in the development and execution of programs and campaigns across paid media, earned media, and applicable trade channels.

Role also includes management of employee(s) including goal setting, performance management and on-going coaching.

CORE RESPONSIBILITIES

Strategy Development and Implementation

- Supports and contributes to the development of strategic market plans and leads the development of the go-to-market plans under the guidance of the Director Global Marketing and in close collaboration with the Director, Brand & Content. Channels can include, earned and owned (website and social) platforms
- Works with Business Intelligence Team and suppliers to integrate market studies, research insights and needs analyses to assist in identifying and activating strategic plans and campaigns
- Actively participates in strategic planning sessions, creation of integrated plans and oversight of execution of activities and tactics
- Manages and develops partnerships, when guided exclusively by the strategic market plans, in support of the execution of marketing and communication campaigns

- Ensures program Key Performance Indicators (KPI) and measurements are approved and reported on in cooperation with fellow Destination Toronto teammates;
- Evaluates and reports the success of activities; provides recommendations and implements adjustments accordingly
- Communicates with partners, suppliers and key stakeholders on an ongoing basis in a timely and clear manner

Marketing

- Develop, manage and implement marketing and communication campaigns that are aligned with Destination Toronto's annual business plan, market strategies and core objectives
- Liaison for Agencies of Record, supporting Destination Toronto Teams and related partners
- Work closely with Brand Content Team to determine website and content needs. Maximize use of content within marketing and communications programs and ensure it is leveraged across the organization
- Contributes input on business needs and strategic focus for supporting media relations agency partners
- Develops and supports select marketing partnerships
- Ensures Destination Toronto's narrative and brand guidelines are entrenched and expressed effectively in all marketing and communication programs
- Contributes business insight and perspective to the development of content calendar and editorial plans for the market or customer segment
- Oversees the production and distribution of paid media assets for campaigns
- Provides input to creative briefs for agencies in support of campaign assets and media strategy
- Liaison with Corporate Communications on progress, performance updates and reports for industry partners and key stakeholders

Programs

- Works with Director, Global Marketing to ensure planning and budgeting processes are timely and that project management practices and tools such as RASCI are used
- Manages suppliers, and industry partners for campaign and project execution
- Project manages by working with the internal cross-functional teams to complete project briefs and manage related budgets and metrics
- Completes project accountability and scorecard frameworks for go-to-market plans
- Manages, monitors and reports on program effectiveness including implementing improvements where recommended
- Participates in conferences or marketplaces, as required from time to time, with approval of Director Global Marketing
- Actively participates in issues and crisis management process as outlined in crisis communications plan
- Fields industry inquiries and responds in a timely manner

KNOWLEDGE

- Strong knowledge of marketing and media buying practices
- Strong knowledge of marketing performance measurement
- Strong understanding of paid media, content marketing and communication channels
- Strong knowledge of agency models for marketing, branding, strategy, design and media buying
- Knowledge of the visitor economy and tourism industry an asset
- Knowledge of project management and planning including financial and administrative management
- Understanding and application of a company's strategic objectives for plans and activities
- Knowledge of the latest marketing and technology trends, and industry attribution tools an asset

ABILITIES, SKILLS AND COMPETENCIES

- Excellent ability to communicate and write well in a modern and dynamic style
- Excellent interpersonal skills
- Excellent problem solving abilities
- Ability to build go to market plans and effectively write corresponding program, creative and media briefs
- Ability to build and maintain strong partnerships within the industry
- Creativity
- Ability to evaluate and adjust strategies and programs to effectively drive results
- Initiative and judgment required to manage and coordinate media activities and to provide advice to internal and external clients
- Ability to juggle many projects simultaneously
- Demonstrated ability to work under pressure and meet tight deadlines
- Presentation skills, tools and techniques (e.g. slide presentations, multi-media tools etc.)

INTERPERSONAL SKILLS

This position requires excellent interpersonal skills with the ability to successfully maintain alliances with partners as interactions involve gaining the consensus/ agreement of others. Contacts include Destination Toronto employees, directors and managers, Destination Canada and Destination Ontario partners, media, stakeholders, agencies, suppliers and contractors. Key interpersonal skills required include listening and communicating very effectively (orally and in writing), negotiation, diplomacy and the ability to remain calm under pressure and to coordinate timelines, tasks and deliverables schedules.

EDUCATION

- University degree in Marketing or another field directly related to the position, or an acceptable combination of education, training and experience
- Some formal training in electronic media and/or social media would be considered an asset

EXPERIENCE

- Minimum of 5 years of experience in marketing communications (marketing, advertising, media relations or social media)
- Experience in developing and implementing strategic and tactical marketing plans
- Experience in implementing integrated media campaigns
- Experience in utilizing digital analysis and research
- Experience in local tourism industry is an asset
- Experience with North American media environment is an asset

LANGUAGE

- English essential

HOW TO APPLY

Please send resume to human-resource@destinationtoronto.com and clearly indicate the application is for the position of "Senior Manager, Global Marketing 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.