

# EXTERNAL JOB POSTING



ECONOMIC DEVELOPMENT

<b>Position:</b>	<b>Marketing &amp; Communications Officer (Tourism Sector)</b>		
<b>Type:</b>	Permanent, full-time 35 hours/week	<b>Location:</b>	PKED Offices (270 George St. N., Peterborough)
<b>Salary:</b>	\$60,000/yr. (Includes benefit package, Employee Assistance Program and pension plan)	<b>Posting Date:</b>	March 3, 2023
		<b>Closing Date:</b>	March 19, 2023
<b>Start Date:</b>	<b>April 17, 2023</b>		

Peterborough & the Kawarthas Economic Development (PKED) is a non-profit corporation responsible for the delivery of economic development and tourism services on behalf of the City of Peterborough and County of Peterborough. We play a leadership and strategic role in developing the economic capacity of the Peterborough region.

PKED also operates Peterborough & the Kawarthas Tourism (PKT) which is the official Destination Marketing Organization (DMO) for the region. PKT provides industry leadership and destination marketing services to attract visitors to the region and operates a year-round Visitor Centre.

We have a team of dynamic professionals who offer economic expertise that identifies growth opportunities, provides services to existing ventures, and attracts new companies and visitors by sharing the region's competitive advantages.

## **POSITION SUMMARY**

Reporting to the Director of Marketing & Communications, the Marketing & Communications Officer will develop and implement strategies to position Peterborough & the Kawarthas as a destination of choice for visitors, business and investors. This position will promote and support tourism and economic development programs and initiatives to stakeholders, media outlets, and the public at a regional, provincial, national and global level.

The expected outcomes of this role are to build strong working relationships with media to gain positive coverage of PKED initiatives and to foster greater community awareness with the goal of increasing visitation to the region and participation in PKED programs and events.

## **RESPONSIBILITIES**

- Develop and execute the Tourism Marketing and Communications Plan 40%
- Support tourism marketing and communication initiatives including advertising, trade shows, special event collateral, press releases, reports, presentations, etc.

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- As directed, connect with appropriate media outlets and journalists to place stories about tourism initiatives and to effectively promote the destination.
- Coordinate third-party contractors in the design, graphics, copy etc. for annual PKED documents and marketing materials.
- Ensure programs and materials comply with corporate procedures, brand guidelines and AODA as required.
- Actively monitor media activity to build engagement, track and evaluate results
- Identify and report current trends in targeted sectors.
- Identify key target audiences and explore new ways to engage via public relations and advertising and social media channels as appropriate.
- Provide marketing and communications support on key projects.
- Work in collaboration with external partners to promote regional initiatives, as required.
- Write, distribute and track ROI on press releases and other media communications to effectively promote PKED initiatives.
- Provide recommendations for strategic approaches to promote project initiatives.
- Complete Project Reports and Presentations as required.

### Oversee Corporate Social Media & Websites

40%

- Develop editorial content for website and social media.
- Collaborate with staff to actively identify external stories that link with PKED's corporate business plan and create content to promote via social media channels.
- Update program information and seasonal images in timely manner.
- Review, edit and approve content submitted from a variety of sources across the corporation to ensure quality and consistency.
- Coordinate third-party contractors/suppliers to ensure website functions at optimum efficiency.
- Develop and deliver social media, website and brand training across all departments
- Drive consistent, relevant leads from PKED's social network to convert traffic through calls-to-action.
- Organize and maintain the corporate digital asset library and all related tools and resources.

### Project Management

10%

Initiate and champion special projects in partnership with external organizations as required.

- Manage project life cycle activities:

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- Define project scope, goals, success criteria and deliverables in collaboration with project team and key stakeholders.
- Using Microsoft Teams Planner, schedule and track project activities, timelines, milestones and deliverables.
- As required, assist with selection process and onboarding of new staff to undertake project activities.
- As required, manage project staff to ensure deliverables are successfully achieved on time and within budget.
- Monitor and track project costs, schedules, resources, risks, issues and performance to ensure optimal success.
- Maintain regular communication with project team members.
- Regularly report project status to Director and stakeholders.
- Provide a final report and presentation on project results to Board of Directors and/or stakeholders as required.
- Meet all Funding Agreement requirements and complete final reports as required for projects funded by external organizations.

### Administration

10%

- Monitor and track project costs, schedules, resources, risks, issues and performance to ensure the optimal success.
- Complete administrative tasks including but not limited to maintaining internal documentation.
- Monitor program budgets and budget impacts for existing or proposed marketing initiatives.
- Conform to all PKED Corporate policies and procedures as well as internal tracking systems.
- Perform other related duties as required.

### **KNOWLEDGE, TRAINING AND QUALIFICATIONS**

The incumbent must have proficient knowledge of the following (or the willingness and ability to obtain):

- Post-secondary degree in business marketing, public relations, communications, economic development and or equivalent.
- 2-3 years work experience in marketing and/or communications related field including handling of corporate communications, writing/editing, public relations, marketing/advertising.
- Demonstrated proficiency in internet marketing techniques, technologies and solutions.
- Experience in social media management including social media analytics.

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- Experience in report writing and formal business writing.
- Proficiency in writing press releases, reports, presentations, communications and marketing plans
- Project management experience.
- Hands-on experience in website management, maintenance, content development and web analytics (Wordpress).
- Knowledge and experience with SEO.
- Photo/video editing experience, with knowledge of related editing programs.
- Economic Development and Tourism industry knowledge is an asset.
- Up-to-date knowledge of the latest trends and best practices in online marketing and measurement.
- Ability to work flexible hours.
- Valid Class G driver's license and vehicle.

### SKILLS AND COMPETENCIES

- Strong networking and relationship building skills
- Excellent communication and presentation ability
- Strong keyboarding skills
- Fluency in O365, Excel, and Teams Planner
- Sound decision-making and problem-solving ability
- Ability to interact effectively with the public
- Ability to work independently and in a team environment
- Exceptional research and analytical ability
- Exceptional time management skills and ability to work under deadlines with multiple demands
- Ability to deal with frequent interruptions and competing priorities
- Exceptional attention to detail and accuracy in fact checking, proofing, editorial content and administrative tasks.
- Demonstrated ability to successfully navigate politically sensitive topics.

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Please send your application (PDF or Word document) to Barbara van Vierzen, Director of Operations at [recruitment@investptbo.ca](mailto:recruitment@investptbo.ca) by March 19, 2023.

*Peterborough & the Kawarthas Economic Development is an equal opportunity employer. Accessibility accommodations are available for all parts of the recruitment process. Applicants need to make their needs known in advance. Information is collected solely for the purpose of job selection under the provisions of the Freedom of Information and Protection of Privacy Act.*

**Thank-you to all applicants. Only those selected for an interview will be contacted.**