

Job title	Marketing Manager
Reports to	Director, Communications and Marketing

Introduction

Tourism Canmore Kananaskis (TCK) is the official not-for-profit Destination Management Organization for the area's tourism industry. Our goal is to increase overnight visitation, particularly with a focus on encouraging winter and spring visitation, by promoting the destination to high-value(s) visitors. We promote attractions, accommodations, restaurants, events and businesses in the area directly to consumers, while also leveraging international travel trade and media channels.

A major focus of our strategy is committing to a triple bottom line approach to ensure sustainable tourism development in the future. The triple bottom line approach considers economic (Profit), environmental (Planet) and social (People) factors to develop a more holistic accounting of sustainability.

Job purpose

The Marketing Manager will serve as a strategic marketing leader, working closely with senior leadership to develop, execute and optimize comprehensive marketing strategies that drive sustainable destination growth. This role requires a data-driven, innovative professional who can think strategically while executing tactics across all digital and print channels for both B2B and B2C marketing efforts.

The Marketing Manager will play a key role in elevating TCK's marketing approach through strategic planning, performance optimization and brand storytelling across all platforms and projects.

Key Responsibilities

Strategic Marketing Leadership

- Lead the development and implementation of comprehensive multi-year marketing strategy
- Create and execute annual tactical marketing plans with measurable objectives and KPIs
- Collaborate with senior leadership to establish and refine marketing performance metrics
- Conduct strategic analysis of marketing performance and provide actionable insights and recommendations
- Drive innovation in marketing approaches, identifying new opportunities and emerging trends
- Ensure marketing activities align with TCK's triple bottom line sustainability approach

Digital Marketing & Analytics

- Manage and optimize all digital marketing initiatives including SEO, PPC advertising, email marketing, and social media campaigns
- Utilize advanced analytics platforms (Google Analytics, etc.) to track performance, identify trends, and inform strategic decisions
- Manage media buying strategies and budget allocation for maximum ROAS
- Lead website optimization efforts, both in-house and working with contractors

Vendor & Contractor Management

- Manage relationships with digital agency, website providers, and other marketing contractors
- Oversee Expedia and other OTA (Online Travel Agency) contracts and optimization
- Ensure all vendor deliverables meet quality standards and strategic objectives

Content Strategy & Brand Management

- Develop and oversee content strategy that reflects TCK's brand story and engages target audiences
- Ensure consistent brand representation across all touchpoints and partner materials
- Manage, maintain and expand online media library with high-quality assets

Budget Management & Reporting

- Develop, manage, and track marketing budgets with accountability for ROI and performance
- Ensure all marketing expenses are properly coded and submitted for processing
- Provide regular performance reports with insights and strategic recommendations
- Maintain financial transparency and accountability across all marketing investments

Cross-Departmental Collaboration

- Work collaboratively across TCK's project-based structure, supporting initiatives across all departments
- Partner with Business Development Manager on travel trade and industry partnership initiatives
- Support organizational objectives through integrated marketing approaches
- Maintain general office responsibilities including email management, phone coverage, and administrative support as needed

Required Qualifications**Experience & Education**

- Minimum 3-5 years of strategic marketing experience (tourism and hospitality industry experience an asset)
- Tourism, Business, Marketing, or Communications diploma/degree, or equivalent professional experience
- Proven track record of developing and executing successful marketing strategies with measurable results

Technical Skills

- Expert-level proficiency in digital marketing including SEO, PPC advertising, and email marketing
- Advanced knowledge of analytics platforms (Google Analytics) and data-driven decision making
- Proficiency with Microsoft Office Suite and SharePoint
- Experience working with Large Language Models
- Experience with WordPress
- Working knowledge of media marketing platforms (CrowdRiff an asset)
- Working knowledge of CRM systems (HubSpot an asset)
- Experience with task management software (Asana an asset)

Core Competencies

- Strategic thinking with ability to see the big picture while executing tactical initiatives
- Data-driven approach to marketing with strong analytical and reporting skills
- Innovative mindset with ability to identify emerging trends and opportunities
- Excellent project management and vendor relationship management skills
- Strong collaboration skills with ability to work across departments and with external partners
- Self-motivated team player with leadership capabilities

Working Conditions

Location

Situated amidst the awe-inspiring landscapes of Canmore and Kananaskis, this role isn't just a job; it's an invitation to be an integral part of our vibrant mountain community. We are seeking a candidate who not only possesses the necessary skills but also shares a connection with the Bow Valley. This is an opportunity to contribute to the story of Canmore and Kananaskis while being immersed in the very surroundings that make our destination extraordinary. As such, preference will be given to candidates residing in the Bow Valley region, as we believe that the best storytellers are those who live and breathe the mountain lifestyle every day. Join us in shaping the narrative of one of Canada's most stunning destinations.

Our office is in Canmore, Alberta. This position has the potential to be hybrid after an in-person probationary period.

Diversity, Equity & Inclusion

Tourism Canmore Kananaskis is strongly committed to employment equity within our community, and to recruiting a diverse team of staff. We encourage applications from people of all races, ethnicities, genders, sexual orientations, gender identities, gender expressions, socio-economic standings, ages, religions, and national origins. TCK is an equal opportunity employer committed to considering applicants who identify as part of an equity group. We value a wide range of skills, experiences, and backgrounds and encourage all qualified candidates to apply. We are working to eliminate barriers for

applicants and team members from equity-seeking groups. If you require accommodations during the application or hiring process, please contact hr@explorecanmore.ca or 1-855-678-1295.

All applicants are asked to apply by sending a resume and cover letter to hr@explorecanmore.ca.