

Job title	Senior 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, with a particular focus on winter and spring, by promoting the destination to high-value 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 a triple bottom line approach to ensure sustainable tourism development. This approach considers economic (Profit), environmental (Planet), and social (People) factors to create a more holistic view of success.

Job Purpose

The Senior Marketing Manager is a key strategic leader responsible for overseeing TCK's integrated marketing program and elevating the organization's position as a regenerative, data-driven, and AI-forward destination management organization.

Working closely with senior leadership, the Senior Marketing Manager will lead the development, execution, and continuous optimization of multi-year marketing strategies, annual tactical plans, and performance frameworks.

This role combines big-picture thinking with hands-on execution and team leadership, ensuring that all marketing activities are aligned with TCK's brand, triple bottom line commitments, and organizational priorities.

Key Responsibilities

Strategic Marketing Leadership

- Lead the development and implementation of a comprehensive multi-year destination marketing strategy aligned with organizational goals and budgets.
- Translate strategy into clear annual marketing plans with measurable objectives, tactics, timelines, and KPIs.
- Collaborate with senior leadership to define, refine, and communicate marketing performance metrics.
- Identify and evaluate emerging marketing trends, channels, and technologies (including AI and Large Language Models) to keep TCK at the forefront of destination marketing innovation.
- Work collaboratively across TCK's project-based structure to ensure marketing effectively supports all core programs and initiatives.

Digital Marketing & Analytics

- Oversee relationships with agencies and other external partners for all digital marketing efforts including SEO, GEO, paid search, paid social, online video, display, email marketing, and emerging channels.
- Ensure robust tracking and reporting frameworks are in place (e.g., Google Analytics 4, ad platform analytics, dashboards) to measure performance, visitor engagement, and partner referrals.
- Lead performance optimization of campaigns, including A/B testing, audience segmentation, landing page optimization, and ROAS/ROI analysis.
- Champion website optimization in collaboration with internal stakeholders and external developers, including UX improvements, content structure, SEO, and AI/LLM-readiness.
- Support the integration of CRM, project management and marketing automation tools into TCK's marketing workflows.

Content Strategy & Brand Stewardship

- Lead the development of TCK's content strategy,
- Oversee the editorial calendar to support key campaigns, seasonal priorities, and partner needs.
- Oversee the management of TCK's digital asset library (photo, video, b-roll, creative files) to support staff, partners, and media.
- Provide strategic input on content that supports regenerative tourism, visitor education, and resident/community priorities.

Budget Management & Reporting

- Develop and manage annual marketing budgets in alignment with organizational and funding priorities.
- Monitor spend, forecast variances, and ensure accountability for ROI across campaigns and initiatives.
- Prepare regular performance reports and executive summaries for internal leadership, the Board, and key partners, highlighting insights, learnings, and recommendations.
- Support general office responsibilities (e.g., email management, phone coverage, administrative tasks) as needed within a small, agile team.

Required Qualifications

Experience & Education

- Minimum 5–7 years of progressive strategic marketing experience, ideally including tourism, hospitality, destination marketing, or related sectors.
- Post-secondary degree or diploma in Tourism, Business, Marketing, Communications, or a related field; equivalent professional experience will be considered.
- Demonstrated experience leading multi-channel marketing strategies and campaigns with measurable results.
- Experience in a leadership capacity (formal or informal) managing staff, contractors, or agencies.

Technical Skills

- Advanced expertise in digital marketing, including SEO, GEO, SEM/PPC and paid social.
- Strong proficiency with analytics and reporting tools (e.g., Google Analytics 4, ad platform dashboards, data visualization tools).
- Experience working with WordPress or similar CMS platforms.
- Familiarity with media and content platforms (e.g., CrowdRiff or similar) is an asset.
- Working knowledge of CRM and marketing automation platforms (e.g., HubSpot or similar).
- Proficiency with Microsoft 365 (Outlook, Excel, Word, PowerPoint, SharePoint, Teams).
- Experience using Large Language Models (e.g., ChatGPT or similar) and AI-enabled tools for research, optimization, and content support is an asset.
- Experience with task and project management tools (e.g., Asana or similar).

Core Competencies

- Strategic thinker with the ability to connect high-level vision to practical, phased execution.
- Strong analytical mindset with the ability to interpret data, uncover insights, and communicate them clearly to varied audiences.
- Proven project management skills with the ability to balance multiple priorities and deadlines in a fast-moving environment.
- Strong relationship-building and collaboration skills with internal teams, partners, and vendors.
- Innovative, curious, and comfortable experimenting with new tools and approaches, including AI.
- Demonstrated alignment with TCK's values of transparency, humility, confidence, competence, and commitment to regenerative tourism.

Working Conditions

Location

Situated in Treaty 7 Territory 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 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.

Our office is located in Canmore, Alberta. This position may be eligible for a hybrid work arrangement following a successful 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 backgrounds, ages, religions, and national origins.

TCK is an equal opportunity employer and welcomes applicants who identify as part of equity-seeking groups. We value a wide range of skills, experiences, and perspectives, and encourage all qualified candidates to apply.

We are working to reduce barriers for applicants and team members from equity-seeking groups. If you require accommodations during any stage of the application or hiring process, please contact hr@explorecanmore.ca or 1-855-678-1295.

How to Apply

Please apply by sending your resume and a cover letter outlining your interest in the role and relevant experience to hr@explorecanmore.ca.

