

Content Strategy Specialist

Tourism Canmore Kananaskis

Reports to: Director of Communications, Marketing & Business Development. Works closely with Communications, Marketing, and Business Development Managers

About the Role

Tourism Canmore Kananaskis (TCK) is looking for a thoughtful and organized Content Strategy Specialist to help our small and mighty team punch above its weight. In this role, you'll sit at the intersection of communications, marketing, and business development, bringing strategic thinking and solid writing skills to a team that moves fast and works collaboratively on projects across the organization.

This is not a photography or videography role. It's a content strategy role for someone who understands how content works across the full marketing and communications ecosystem, and who can roll up their sleeves to get things done – whether that's a destination blog post, a partnership deck, or a member-facing brief.

You'll execute content strategy and production in support of direction set by our Marketing and Communications team helping connect the dots across content planning, asset management, and campaign execution. You'll also play a supporting role with our contracted social media function, with potential to take a more active role if that work comes in-house.

TCK works on a project basis, and this role will regularly take direction from whichever manager is leading on a project or priority. The Director oversees overall workload balance and prioritization for this role.

Why You Should Apply

- **Make a Real Difference:** Your work will directly support a vibrant visitor economy and a community nestled in the heart of the Canadian Rockies.
- **Work on Things That Matter:** TCK operates at the crossroads of adventure tourism, destination stewardship, and community wellbeing – content here has real purpose.
- **Small Team, Big Scope:** You'll have genuine variety in your work. No two weeks look the same when you're supporting communications, marketing, and business development simultaneously.
- **Collaborative by Design:** We work in project teams, not silos. You'll be involved, heard, and valued from day one.
- **We Have a Triple Bottom Line Approach to Sustainable Tourism Development:** We're committed to people, planet, and prosperity.

In This Role, You Will

Coordinate and Manage the Content Calendar

- Maintain an integrated content calendar that reflects priorities set by the Communications, Marketing, and Business Development managers.
- Ensure content is planned, briefed, and delivered on time across channels and campaigns.
- Identify gaps, overlaps, and opportunities across the content pipeline.

Support Content Production

- Write and edit destination content including blog posts, travel inspiration pieces, and itinerary-style copy.
- Support the Communications Manager with content production during peak periods or on specific campaigns.
- Brief and coordinate with external content creators, photographers, videographers, and copywriters, ensuring outputs align with brand voice guidelines and creative direction set by management.

Support Newsletter Programs

- Working with respective managers you will plan content, support curating copy, and manage send schedules for three digital newsletters.

Support Business Development Content

- Develop and maintain partnership decks, member-facing materials, and trade show collateral.
- Support the Business Development function with compelling, professionally presented content for partner and stakeholder audiences.
- Help ensure trade and B2B content reflects TCK's positioning and stays consistent with consumer-facing messaging set by management.

Manage Digital Assets and Content Systems

- Maintain organized content and digital asset libraries so the team can find, use, and repurpose content efficiently.
- Manage TCK's digital asset management platform (currently CrowdRiff), including uploads, tagging, usage rights, and licensing records.
- Source and acquire content assets – through creator or influencer collaborations, and partner/photographer exchanges to keep the library current.
- Produce basic design assets (e.g., simple graphics, one-pagers, presentation formatting) using tools like Canva, escalating more complex design needs to external partners.
- Support the Marketing Manager on website content updates, ensuring accuracy, freshness, and brand alignment.
- Help establish and maintain content workflows, templates, and briefing tools that improve team efficiency.

Support Social Media

- Coordinate with TCK's contracted social media function—providing content assets, and scheduling support as part of the integrated content calendar.
 - This role may take on a larger social media function over time, subject to organizational need.
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Minimum Requirements

- Experience in content strategy, content marketing, marketing communications, or a related field.
 - Demonstrated understanding of destination marketing or tourism communications — you know what makes a place come alive with story-telling.
 - Strong writing and editing skills with the ability to adapt tone and format for different audiences and channels.
 - Experience managing content calendars, editorial workflows, or content production processes.
 - Ability to develop professional business-facing materials such as partnership decks, proposals, and stakeholder presentations.
 - Comfortable coordinating with external creative contractors (writers, photographers, designers) and managing briefs.
 - Solid organizational skills with a high attention to detail and the ability to manage multiple workstreams simultaneously.
 - Proficiency in Microsoft Office Suite; familiarity with content management systems and digital asset tools.
 - Bachelor's degree in communications, marketing, journalism, or a related field (or equivalent experience).
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Ideal Candidate Profile

- You think strategically about content but love executing the tactics.
 - You're a natural connector — you understand how content supports multiple business functions and you thrive in a project-based environment.
 - You're curious about destination marketing, outdoor and adventure tourism, and the communities that make them possible.
 - You bring structure without rigidity — you understand the importance of processes but can adapt when things shift.
 - You're comfortable working autonomously and also love being part of a collaborative, tight-knit team.
 - Experience with or interest in AI tools as applied to content strategy is considered a strong asset.
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About Tourism Canmore Kananaskis

TCK is the destination management organization for Canmore and Kananaskis Country – a region defined by world-class mountain adventure, authentic community, and a deep commitment to regenerative tourism. We're a small, passionate team that partners closely with Travel Alberta, neighbouring DMOs, and our member community to grow tourism in a way that works for visitors, residents, and the landscape alike.