



Communications & Asset Development Coordinator

The role of the Communications & Asset Development Coordinator is to assist the Communications Manager in the development and implementation of an annual communications and public relations strategy. Reporting to the Communications Manager, the Communications & Asset Development Coordinator is responsible for managing Tourism Golden's social media presence as well as organizing asset development projects, ensuring all activity is completed within the strategy budgets, and accurately representing the destination and brand of Tourism Golden.

The Communications & Asset Development Coordinator will monitor and analyze social media output and asset development activity and assist the Communications Manager in determining the achievement of strategy goals and objectives.

The role also includes daily management of social media platforms, generation of content, and managing 3rd party suppliers to ensure continuous growth and increasing engagement.

Primary Duties and Responsibilities:

- Ensure the Tourism Golden brand is woven into all activities to create consistent brand messaging
- Manage and maintain the Social Media calendar and implement social campaigns
- Create & implement engaging & current content for social media platforms
- Work with 3rd party organisations and tourism stakeholders to develop and promote collaborative content
- Brief and manage the Request For Proposal (RFP) process and execution of asset development projects including photography, videography, social and written content.
- Support and lead the direction of shared digital asset management systems, including rights management
- Work with the Communications Manager to determine project budgets and schedules and deliver accordingly
- Manage 3rd party, UGC, content creation and distribution platforms
- Research & maintain fresh and relevant website destination content, blogs, and events content
- Create an engaging bi-monthly stakeholder newsletter and regular resident sentiment survey
- Stay current with social media trends and platforms
- Monitor and report on monthly social media output and results for monthly KPI report and as required report on the Organization's objectives
- Support the Communications Manager with media hosting and travel trade in-destination as needed
- Assist the Communications Manager in preparing for and attending consumer shows as needed
- Assist the Communications Manager with developing and enhancing the CRM database and consumer-direct content
- Maintain personal appearance and conduct to always represent the Organization in a professional manner
- Other duties which may arise from time to time to assist in achieving the Organization's goals as defined in the Strategic Plan



Skills, Attributes, Experience & Qualifications

Required:

- Post-secondary education in communications and/or marketing or work equivalent
- Proven experience in managing multiple social media accounts simultaneously
- Proven experience working with and managing external agencies
- Excellent interpersonal communication skills
- Proven written skills
- Proven experience in implementing strategy and content on social media platforms
- Proficiency in MS Office, Google Workspace and Adobe Creative Suite or equivalent
- Ability to manage multiple projects and deadlines under pressure
- Excellent organizational skills and attention to detail
- Self-motivated team player with a passion for the destination
- Clean class 5 driver's license and own vehicle

Desirable:

- Experience in managing 3rd party social media platforms such as Hootsuite
- Familiarity with photo and video editing software
- Experience in event or project management
- Experience in working with non-profit organizations
- Knowledge of Golden BC
- The ability to credibly participate in strenuous outdoor activities such as mountain biking, hiking, skiing or snowboarding.

About Tourism Golden - www.tourismgolden.com

Tourism Golden is a non-profit, tourism industry-led Destination Marketing Organization (DMO) representing the Town of Golden and Columbia-Shuswap Regional District (CSRD) Area A in British Columbia, Canada. Tourism Golden is governed by a volunteer Board of Directors representing accommodations, tourism operators, attractions and local businesses. Tourism Golden is committed to equity, diversity and inclusion. We are a Rainbow Registered organization. We aim to create a workplace culture where all employees feel welcomed, included, and celebrated. We encourage all qualified applicants, including visible minorities, Indigenous Peoples, persons with disabilities, and persons of diverse sexual orientation, gender identity or expression (2SLGBTQIA+), to apply for this position.



Position type, hours & compensation:

This is an entry-level permanent full-time position and regularly requires working weekends and evenings. Some travel is required.

The salary for this position is from \$49,000 and \$51,500 annually plus health benefits following a 3-month probationary period.

The deadline for application is Sunday, April 7 at 11:59 pm.

Applications by e-mail only to andy@tourismgolden.com

Phone Call Applications will not be accepted

Please include as attachments in your e-mail your resume, a cover letter outlining your suitability for the role, and 2 references or referee details. Include your name and the position applied for in the subject line. Only complete applications will be considered.