



# TRAVEL Penticton

## DESTINATION MARKETING MANAGER

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POSITION OVERVIEW & EXPECTATIONS  
TERM POSITION—MATERNITY LEAVE



## POSITION DESCRIPTION

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**POSITION:** MARKETING MANAGER (MATERNITY TERM POSITION 12-15 MONTHS)

**REPORTING TO:** EXECUTIVE DIRECTOR

**COLLABORATES WITH:** Executive Director, Member & Visitor Services Coordinator, Administration & Special Projects Coordinator, Convention Bureau Coordinator, Member Businesses, Local Special Interest Groups, Regional & Provincial Tourism & Sector Organizations

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### Overview

Travel Penticton (TP) is the Destination Marketing & Management Organization for the South Okanagan City of Penticton, British Columbia. Travel Penticton is a not-for-profit, member based society representing accommodation, food & beverage, activity and attraction businesses with over 250 Members.

The Marketing Manager is responsible for implementing the Travel Penticton Destination Marketing Plan, facilitating promotion of Penticton and immediate area and developing the Visit Penticton brands. In collaboration with the Executive Director and Travel Penticton Team, this innovative and enthusiastic 'in-a-new-box thinker' will bring to the organization an energetic, pro-active and results driven approach to promoting Penticton.

The Marketing Coordinator will work with external organizations such as Thompson Okanagan Tourism Association, Destination BC, regional communities, local associations and special interest groups and events along with and supporting Travel Penticton Member businesses.

You will join a small team of dedicated and results driven tourism marketing professionals who love where they work, live and play.

### Objectives

- Ensure that all marketing KPIs and analytics are monitored and achieved pursuant to the TP 5-year and Annual Tactical Plan as developed under the Municipal Regional District Tax (MRDT) guidelines.
- Development and management of potentially award winning marketing & advertising initiatives
- Ensure Penticton is externally promoted to build location awareness, shoulder season business and increase visitation to generate overnight stays
- Ensure Member Businesses are equally represented whenever possible
- Ensure Penticton is a leader in innovative and effective tourism marketing initiatives
- Promote Penticton as a responsible and sustainable tourism destination
- Ensure Penticton is seen as an equal opportunity and accessible destination
- Work to promote local Indigenous tourism product as available

## **Roles & Responsibilities** (include but not limited to;)

- Strategic planning and tactical execution of an annual Marketing Budget and Plan with oversight from the Executive Director
- Development and management of effective and outstanding marketing initiatives and promotions
- Set direction and manage Marketing Budget with oversight from Executive Director
- Set clear, results-oriented goals with realistic and measurable outcomes
- Liaise regularly with local and regional industry stakeholders
- Communicate regularly with the Executive Director on current progress and perspective projects
- Review new technologies and advancements to keep the organization current in marketing trends
- Assist with media relations and itineraries as requested
- Submit monthly activity and performance reports

## **Key Functions**

### **Marketing Management** (include, but not limited to;)

- Develop and implement an annual Marketing Budget & Tactical Plan adhering to the 5 Year Strategic Plan
- Provide strategic planning, management, implementation, budget management, and reporting and evaluation of integrated marketing campaigns across a variety of marketing channels including both paid and earned media, traditional print advertisements, TV, radio, digital, print and online collateral, sponsored content and consumer travel shows
- Ongoing management/execution of TP brands (Visit Penticton, Fuel Free, Flavour Trail etc.)
- Work collaboratively with tourism businesses, local government, Destination BC, and regional DMO's on the delivery of cooperative marketing programs (Penticton Ale Trail, Visit South Okanagan, TOTO)
- Oversee/conduct strategic media planning and broker advantageous rates; work with media outlets on sponsored content, completing content briefs and providing assets as required; drive traffic to the VisitPenticton.com website and social media channels
- Review marketing analytics and adjust campaigns and content accordingly
- Oversee Travel Penticton Visitor Guide, map guides and other collateral production
- Demonstrate leadership in creating & managing leveraged and partnered initiatives
- Analyze the tracking of Member & TP promotional programs, e-blasts, e-newsletters, website analytics, UGC content, tradeshow and social media reach along with the estimated value of each
- Demonstrate a full understanding and activation of digital & social media formats and utilize to reach potential visitors and tracking of same (Facebook, Instagram, Hoot Suite, Crowdriff etc.)
- Collaborate with local and area clubs, organizations on strategic partnership opportunities
- Develop and implement TP digital marketing tactics and programs
- Create & manage regular, engaging posts on social media platforms (Facebook, Instagram, Twitter, Pinterest etc.) and research into new platforms and social media initiatives as practical
- Monitor, analyze and share all marketing metrics (print, social, digital etc.) for required reporting

**Digital & Content Marketing** (include, but not limited to;)

- Monitor, update and improve 'VisitPenticton.com' website; work with Member Services & Events Coordinator on Sponsored Listings & Blog Posts for members
- Day to day management of the 'VisitPenticton.com' website, perform ongoing site performance review and content audits, compile and review website results and reports
- Manage and update VP digital asset library including photo, video and other digital assets; coordinating photo and video shoots with external contractors and working with member businesses on participation
- Develop and implement VP digital marketing tactics and programs including Meta advertisements
- Monitor, analyze and share all marketing metrics (print, social, digital, etc.) for required reporting
- Manage member e-blasts, and ensure timely execution of weekly member e-newsletters, emails, and online communications
- Work with Digital & Social Media Specialist to identify calendar timing and strategy of effective and organic TP posts

**Consumer Sales Initiatives** (include, but not limited to;)

- Create and manage proactive consumer focused online marketing initiatives
- Identify, organize and attend (as required) relevant consumer tradeshows
- Work with Membership Services Manager to develop campaigns to support co-op advertising and packaging programs in affiliation with TP Members
- Track and report performance and evaluate success of consumer focused sales initiatives
- Develop, execute, manage and evaluate varied media initiatives (print, social, radio, TV, event)

**Knowledge, Skills, and Abilities Required**

- Extensive knowledge of local attractions, events and the tourism industry in Penticton and the South Okanagan
- Excellent communications skills (written and verbal); Strong fluency in English
- Strong comfort on the Microsoft Office suite of products, Adobe Creative Suite an asset
- Competence with WordPress
- Expert with Social Media platforms from a strategic and management level
- Strong administrative, time management and project management and on-time delivery skills
- Ability to work in an environment of constant change, to prioritize, pivot and multi-task
- Ability to work in a small team environment
- Strong measurement, analytic & reporting skills
- Demonstrated responsible budget development & management skills

### **Qualifications & Personal Attributes**

- Post-secondary degree or diploma in area of communications/marketing /tourism preferred
- Minimum 3 years' experience in hospitality/tourism sector
- Minimum 3 years' experience in a marketing/communications role
- Confident and capable to broker the best deal for external advertising
- Creative photography / videography skills
- Design experience with Adobe Suite desired
- Experience publishing paid social media advertising required
- A proven ability to meet deadlines, work with a team and manage multiple projects
- High-energy, results-focused and acute attention to quality & detail
- Excellent communication skills (written and verbal)
- You're a definite 'can do' person who is flexible, open and reliable with a go-get-it attitude
- You're active, can get out on a mountain bike or go exploring with enthusiasm & confidence

### **To Apply**

If you think you have what it takes to take on this challenging and rewarding opportunity, and you have the knowledge, qualifications, enthusiasm and drive, we invite you to apply for this exciting position

*Please note, only those considered for this position will be contacted.*

**This is an 'in-office' position with remote work option not available**

**Salary/Wage:** \$50,000—\$58,000 year with consideration to experience.

**You must be a Canadian citizen, permanent resident to apply for this opportunity.**

**Email:** Please send your resume and cover letter to: [\*\*employment@visitpenticton.com\*\*](mailto:employment@visitpenticton.com)