

Marketing Manager

REPORTS TO: Director, Brand Content

ABOUT TOURISM TORONTO

Tourism Toronto is an industry association of more than 1,000 members established to sell and market the greater Toronto region as a remarkable destination for tourists, convention delegates and business travelers around the globe. Tourism Toronto operates in partnership with the Greater Toronto Hotel Association and the Ontario Ministry of Tourism, Culture and Sport as Regional Tourism Organization 5.

NATURE AND SCOPE:

The Marketing team at Tourism Toronto supports all areas of the business. It strives to showcase the city as a remarkable business and leisure destination by telling the greater Toronto story through integrated content marketing programs and strategic media relations. Within this context, this position will manage the distribution of convention sales content to support the goals of increasing brand visibility, generating sales leads, increasing the rate of successful bids and contributing to event attendance building and delegate marketing efforts.

SPECIFIC ACTIVITIES:

- Manage Convention Sales content marketing program, aligned with Tourism Toronto's business plan and core objectives of driving business events sales leads and wins, building meeting/event attendance, and extending the stay of the business traveler.
- B2B marketing
 - Lead and advise regarding the creation/renewal of cornerstone meeting industry partnerships
 - Actively manage the content within the business events website and blog
 - Actively manage the way Toronto is presented through lead generation applications
 - Manage paid social media initiatives
- Delegate and event marketing:
 - Target and activate agreements for content integration in support of "attend-extend-return" objectives
- Community engagement:
 - Convention Services social community management (Twitter), where primary focus is on client and delegate engagement immediately prior to an event and on-site during event. With secondary focus on broader content distribution.
- Collaborate with internal partners with a focus on harmonizing strategies, messaging and leveraging media opportunities that support shared and established market objectives.
- Implement and manage processes for optimizing content marketing and communications plans, and ensuring the formal evaluation of project successes, effectiveness, and key learnings
- Other marketing-related duties as required

QUALIFICATIONS:

- Post secondary school education in marketing, communications or related field
- 5+ years' experience in a marketing and communications environment
- Ability to build partnerships, set and manage priorities and meet deadlines
- Experience in B2B Marketing and Communications
- Content Marketing experience an asset
- Community management experience
- Excellent writing skills and attention to detail
- Work well independently and collaboratively team environment

- Ability to show leadership and initiative
- Excellent organizational skills and the ability to multi-task
- Tourism industry experience an asset

Please send resumes to hr@torcvb.com and clearly indicate the application is for the position of "Marketing Manager".

If you require a disability related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We thank all candidates for their interest in Tourism Toronto and will directly contact those candidates selected for an interview.