



Marketing Coordinator

Tourism Rossland is now accepting applications for the part-time position of marketing coordinator. We are looking for an out-going, social media savvy person with expertise in content creation and management. You will be part of a team that is responsible for the all aspects of managing Rossland's destination marketing communication.

Essential Duties and Responsibilities:

- Develop powerful and engaging social media experiences that increases advocacy for and desire to travel to Rossland and/or the other communities represented by Tourism Rossland
- Manage the day-to-day operations of Tourism Rossland's social media communities across multiple channels, including, but not limited to Facebook, Twitter, YouTube and Instagram.
- Coordinate graphic design for all Tourism Rossland products
- Oversee online calendar content and operations
- FAM planning, booking and attending events as required
- Photo and video library management
- Curate and optimize content for social media from a variety of sources including user-generated content, influencer content, industry partners and external websites
- Manage reporting of all social media and content distribution activities
- Assist in any other duties that may be assigned by the Executive Director

Required Skills:

- At least two years industry experience in marketing or communications
- Proficient competency across all social media channels including but not limited to Facebook, Twitter, Instagram and YouTube
- Excellent verbal, written and online communication skills
- Experience with Hootsuite social media management tool is preferred
- Experience with Wordpress, Google Analytics is an asset
- Able to work well with a small team and be goal oriented
- High degree of sensitivity in dealing with the Public, Board and Stakeholders
- Able to work independently, show initiative and meet deadlines
- Able to travel and work flexible hours as required

If this position suits you, please submit your resume and a cover letter explaining why you are the perfect candidate to info@tourismrossland.com.

We thank all applicants; only those selected for an interview will be contacted.