



JOB POSTING
Marketing and Media Coordinator – Tourism Tofino
Closing Date: January 31, 2012

Who are we?

Tourism Tofino is a destination marketing organization (DMO) promoting Tofino's extensive destination attributes, local events and tourism industry businesses. Tourism Tofino also partners with other tourism organizations to create awareness of regional tourism initiatives for visitors world-wide.

The community of Tofino is a jewel of Canada's west coast. The stunning beauty and ecological diversity of the area, the Clayoquot Sound UNESCO Biosphere Reserve, provides the opportunity for activities such as fishing, kayaking, whale-watching, bear-watching, bird-watching, hiking, storm-watching, First Nations cultural tourism, and surfing. In fact, Tofino was named the best surf town in North America in *Outside Magazine's* 2010 Editors' Choice awards.

Who are you?

You love Tofino and everything it has to offer. You are a proficient and effective communicator, both verbally and written. You enjoy talking with and hosting media and visitors, and you are equally professional in your relationships with stakeholders. You enjoy and are talented at networking with a wide variety of people and organizations through social media. You are able to maintain a high level of energy for online and in-person communications, but you understand the importance of a balanced life and seek to draw on the very best the Tofino lifestyle has to offer. You are a creative thinker and enjoy working with other people, organizations and businesses to use your skills and expertise to help them market and promote Tofino. You are highly organized and able to work independently out of your home office, but also able to be an effective team member, providing critical support to the General Manager and the Board as well as working effectively with other staff members and contractors to work to our common goal of positioning Tourism Tofino in regional, national and global tourism markets.

What will you do?

Reporting to Tourism Tofino's General Manager and receiving guidance from the Board's Marketing Subcommittee, you will help execute Tourism Tofino's marketing and communications strategies.

As well, your role will include, but not be limited to:

- Representing Tourism Tofino at conferences, industry shows and with media and journalists as well as acting as a key liaison between Tourism Tofino and its stakeholders;
- Organizing ‘fam tours’ and hosting media, often working with the guidance of TT’s contracted PR specialist(s) and always working with TT stakeholders;
- Developing marketing/advertising copy and writing content for newsletters and website;
- Liaising with graphic designers, advertising vendors, and web developer;
- Being the key staff person in website and social media maintenance, including reporting key statistics to the General Manager and the Board;
- Developing and directing online marketing campaigns that generate excitement and result in increased visitorship to Tofino in accordance with TT’s priorities;
- Provide marketing and media support to at least ten Tofino-based festivals (often working directly with their staff or boards);
- Improving the overall performance of Tourism Tofino by providing feedback and generating ideas for the Tourism Tofino team (staff and board) and liaising effectively and professionally with TT stakeholders;
- Provide minor administrative support to the Tourism Tofino team in the form of minute taking, grant-writing, and correspondence.

Experience and qualifications

- University degree (tourism, marketing or communications preferred)
- Demonstrated ability to maintain professional working relationships with a diverse range of stakeholders or interest groups
- Demonstrated proficiency with social media
- Working experience in tourism/hospitality industry

Submit by January 31, 2012

- One page cover letter
- CV, including three professional references
- Writing sample of 200-300 words
- Maximum 3 minute video of yourself telling us what you love about Tofino and why you’re the best person to fill this position.

Anticipated starting date: March 1, 2012

Interested applicants are asked to submit their video and supporting documents electronically to Kirsten Soder, General Manager via email at kirsten@tourismtofino.com by January 31, 2012. While we appreciate all submissions, due to the exciting and awesome nature of this job, we anticipate a high number of applicants and therefore only those selected for interviews will be contacted.

Please direct any inquiries to kirsten@tourismtofino.com .

