



Job Title: Content Manager
Reporting To: Executive Director
Status: Full time

730 176 Street
Surrey, BC V3Z 9S6

Discover Surrey is a not-for-profit Destination Marketing Organization (DMO) whose mandate is to develop, promote, and assist Surrey's businesses build and advance their tourism product and offerings through innovative community, regional and cooperative campaigns and initiatives. Marketing efforts focus on the leisure and corporate traveler, meeting and convention attendees, and sports event rights holders as well as promoting Surrey as an overnight stop in the Metro Vancouver area.

The Content Manager position is a critical role that will focus on executing a strategic marketing and promotion plan in addition to building and nurturing stakeholder engagement.

We are looking for an energetic, detail oriented individual to play a critical role in helping our tourism businesses achieve continued success and assist in the promotion of Surrey's ever evolving products to visitors in our community.

Responsibilities:

- Create a content calendar and write/publish daily blog content
- Managing the social media budget for Facebook advertising and boosted posts.
- Work with external agencies, suppliers and contractors
- Manage consumer marketing campaigns such as the Golf Surrey program and participate in co-operative marketing initiatives.
- Coordinate a variety of initiatives including the Discover Surrey guide and map
- Execute monthly stakeholder and consumer newsletters.
- Report monthly on social media campaign results, website analytics, etc.
- Create annual reports and participate in annual marketing planning sessions.
- Create and manage website landing pages and content

Qualifications:

- Post secondary degree in marketing, communications, hotel management or hospitality
- Knowledge of the tourism industry, best practices, and industry marketing trends an asset
- Experience posting, monitoring, and executing paid campaigns on social media platforms
- Experience with social listening tools such as Hootsuite and photo curation tools such as Crowdriff.
- Knowledge of the website platform Wordpress.
- Experience creating and executing e-newsletter campaigns, experience with Mailchimp an asset.
- Knowledge of Customer Relations Management System (CRM) preferred.
- Ability to juggle multiple projects with varying deadlines at one time.
- Knowledge of Google Search and Display ads and Google Analytics

- Ability to correspond and manage contractors.
- Ability to create positive relationships with stakeholders
- Strong writing abilities with accurate spelling, punctuation, grammar and tone.
- Basic graphic design skills considered an asset.
- Self-motivated, detail oriented, and able to work under tight deadlines.
- Experience managing print projects considered an asset.

Please email a resume with a cover letter to cathy@discoversurreybc.com by April 2, 2019.

Discover Surrey thanks all applicants for their interest; however, only those short listed will be contacted for an interview.