



Job Title: Marketing Specialist

Full Time Contract

Location: Ontario, remote (WFH)

Compensation: Based on qualifications and experience

Closing Date: January 5, 2021

The Marketing Specialist will handle all marketing and communications functions for ITO. This role will be responsible for guiding the overall strategy as well as the implementation of activities and monitoring the results. The ideal candidate has well-rounded experience across all marketing functions and is willing to use all their skills and knowledge to strengthen ITO's brand and improve the position of ITO and its members within the market.

Responsibilities

- Lead the development of a comprehensive marketing plan and strategies
- Implement approved ITO marketing, branding, and promotion activities per marketing plan
- Assess effectiveness, report, and make recommendations on each activity
- Create content and manage the social media calendar
- Work with team to generate new marketing initiatives as necessary
- Assist with communications – consumer, industry, and member-facing – including press releases, newsletters, copywriting, etc.
- Manage our digital assets
- Keep up to date with the activities of our industry partners and work to maintain alignment with them
- Manage relationships and liaise with external contractors and partners as required
- Ensure compliance with ITO brand guidelines – internal and external
- Ensure ITO compliance with partner brand guidelines
- Conduct market research; collect, analyze, summarize and share available related market research

Qualifications

- Minimum of bachelor's degree in marketing or equivalent experience
- Experience building marketing strategy
- Ability to collect and analyze data to inform strategic decision making
- Experience with online and digital marketing platforms
- Solid graphic design and publication layout abilities
- Copywriting skills
- Excellent communication skills
- Above average organizational skills and ability to manage multiple concurrent projects
- Bonus: Adobe Creative Suite
- Knowledge of Indigenous cultures and traditions
- Knowledge of tourism industry, Destination Marketing and Regional Tourism organizations

- Familiarity with domestic and international travel trade and industry marketing best practices
- Interest in travel and tourism
- Reliable access to internet, own computer
- Ability to travel and provide own transportation
- Travel may be required (Ontario)

Diversity and Inclusion

Indigenous Tourism Ontario (ITO) is committed to increasing representation and diversity in our workplace. We have signed on to the [50-30 Challenge](#) whose goals are gender parity and significant representation of other under-represented groups.

ITO works to improve the socio-economic status of Indigenous Peoples through tourism including providing employment opportunities throughout the industry and within our organization. Diversity at ITO means fostering a workplace in which individual differences are recognized, appreciated, respected, and responded to in ways that fully develop and utilize each person's talents and strengths.