



Travel Manitoba is a Crown Corporation responsible for stimulating innovative, sustainable tourism growth in Manitoba's \$1.5 billion tourism industry. In partnership with the tourism industry, Travel Manitoba is responsible for tourism marketing, visitor information services, research and public information. We are looking for a highly motivated individual to join our team.

Visual Content Specialist – Marketing and Communications Division

Reporting to the Senior Content Marketing Manager, the Visual Content Specialist supports the organization's annual content marketing strategy, editorial vision, content pillars and editorial calendar for each core market by generating visual (video and photo) content for Travel Manitoba's digital marketing channels including social media, website, mobile applications, email marketing and blogs.

Responsibilities:

- Create and edit video and photos to conceptualize visual content appropriate for a tourism audience through Travel Manitoba's content distribution channels.
- Support and contribute to the Travel Manitoba blog, social media and website through the creation of photography, video and editorial storytelling.
- Help manage and grow Travel Manitoba's social media accounts including Instagram, Facebook, Twitter, Pinterest and emerging technologies as identified.
- Attend Manitoba events, festivals and attractions to create content and support industry partnerships, as directed.
- Create and edit video and photos for the purpose of corporate communications and industry events.
- Provide social media support for local marketing events and conferences, as required.
- Incorporate emerging trends and technologies in content marketing.

Requirements:

- 1-3 years' experience and degree or diploma in an accredited communications, video production and/or photography program (or equivalent experience).
- Proven experience in visual storytelling.
- Experience with script writing, as well as shooting and editing video.
- Experience with photography and photo editing.
- Strong writing skills and experience writing for a consumer audience.
- Demonstrated experience and a passion for social media.
- Valid Driver's License.
- Bilingualism considered an asset.

SALARY: \$46,027 to \$60,568

Closing date: April 14, 2021

Travel Manitoba is committed to creating a diverse and inclusive workplace. Preference will be given to candidates who choose to self-identify as BIPOC or a member of underrepresented groups.

Apply in writing to:

Travel Manitoba

21 Forks Market Road

Winnipeg, MB R3C 4T7

FX 1.204.927.7828

Email: hr@travelmanitoba.com

We thank all who apply and advise that only those selected for further consideration will be contacted.