



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.

Coordinator, Content Marketing – Marketing and Communications Division

Reporting to the Senior Manager, Content Marketing, Coordinator-Content Marketing will support the organization's annual content marketing strategy, editorial vision, content pillars and editorial calendar for each core market.

Responsibilities:

- Support overall content marketing by generating editorial for social media, website, blog, mobile platforms, microsites and digital advertising
- Act as a regular contributor to the Travel Manitoba editorial platforms
- Manage and create the weekly e-newsletter and things to do blog post
- Create slideshows, blog posts and other content projects as required
- Respond to editorial queries from travel and news media
- Monitor and summarize publicity resulting from media tour program and other outreach activity
- Assist in itinerary building for media and influencer trips
- Assist in media communications including e-marketing, press releases and story ideas
- Some administrative duties as required
- Provide planning support for marketing events and conferences, as required
- Attend Manitoba events, festivals and attractions to create live content, as directed

Requirements:

- Strong verbal and written communication skills
- Accuracy and attention to detail
- Exemplary organizational skills
- An interest in social media and storytelling
- Strong computer skills and ability to learn new software
- Knowledge of the tourism industry is an asset
- Ability to travel throughout the province on occasion
- Current Valid Manitoba driver's license
- Bilingual (English/French) preferred

SALARY: \$40,815 to \$53,711

Closing date: December 3, 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.