

Marketing Director

Start Date: February 1, 2023

Location: Beachburg, Ontario

Job Type: Remote, Full-Time, permanent

Compensation: \$65,000 - \$80,000 Commensurate on experience, plus health benefits

General Summary

The Marketing Director is a full-time position, reporting to the Executive Director, responsible for the development, coordination, implementation, and evaluation of the organization's visitor-facing and industry-facing marketing strategies. The position will lead and manage the OHTO marketing team, agencies, resources and contracts related to the organization's marketing program.

Position Objectives

- Increase awareness of Ontario's Highlands as a destination and the tourism experiences available
- Increase visitor engagement with the destination brand.
- Inspire visitors to take the next step in moving along the path to purchase.
- Increase awareness of Ontario's Highlands Tourism Organization (OHTO) as an organization within the industry sector, activating the tourism ecosystem to become invested in OHTO programming and increasing membership.
- Maximize resources and partnerships to strengthen marketing efforts both internally and regionally.

Principal Duties and Responsibilities

1. Utilizing research, leads the visitor-facing and industry-facing marketing strategies through the development of the annual marketing plan, defining tactical activities and resource requirements based on budget parameters of \$300,000. The scope of the strategy includes continuous development of the destination and organizational brand, utilizing the PESO (paid, earned, shared and owned) approach to marketing which includes but is not limited to, digital advertising campaigns, media and influencer relations, social media, and content marketing.
2. Manages the organizational brand encompassing both the visitor-facing and industry-facing platforms, ensuring visuals and messaging are executed across all platforms and supports OHTO's destination development goals.
3. Leads digital asset development, management, and maintenance, working with contractors and ensuring OHTO's digital platforms contribute to organizational goals.
4. Manages the creation of creative assets required for OHTO's Always On platform, seasonal marketing campaigns partner initiatives, and industry marketing, understanding which creative concepts best resonate with the target audience. Develops creative briefs, communicates approvals, and monitors the creation of final assets to ensure that all required branding and calls to action are in place.
5. Establishes marketing and brand standards for the organization and implements tools for staff and stakeholders to ensure brand standards are met and adopted across the region.
6. Initiates cooperative marketing and partnership programs with both regional and provincial tourism stakeholders.
7. Manages OHTO's visual asset program (photography and video), determining needs, contracting vendors, overseeing collection, and planning and executing photo shoots, ensuring assets are on brand for future marketing and partner programs.

8. Sets and tracks yearly marketing metrics, creating tools, ensuring reports are complete, and reporting back on the effectiveness of marketing programs to the Executive Director, Board of Directors, Industry Partners, and the Ministry of Heritage, Sport, Tourism and Culture Industries.
9. In collaboration with the Executive Director, develops, negotiates, administers and manages contracts related to marketing projects including developing specifications, reviewing tenders (both regular and invitational tenders), recommending the awarded contracts, and managing the execution of the contract as outlined in the agreement. The Marketing Director is accountable for ensuring the full delivery of the service as outlined in the contract.
10. In collaboration with the Executive Director, recruits, hires, manages and conducts performance reviews of internal marketing staff retained to carry out the tactics which support the achievement of OHTO's marketing strategy. Marketing Director is accountable for ensuring staff carry out the responsibilities of their positions.
11. Represents the organization on both external and internal committees and meetings, coordinating joint initiatives with industry and other government agencies. Drafts briefing notes, position papers and final reporting as required.
12. Responsible for staying abreast of marketing trends and best practices around content marketing, media selection, digital marketing, and print media buying and evaluation.

Contacts

- Contact with entities in the Ontario's Highlands tourism industry and in other jurisdictions to share intelligence and build relationships to assist with the development, implementation and evaluation of OHTO marketing initiatives;
- Ongoing contact with agencies and contractors to develop and manage the portfolio of OHTO marketing initiatives, campaigns and brand;
- Contact with provincial government agencies to gather insights, explore new marketing opportunities, leverage partnership investments, and contribute content to the provincial marketing platform;
- Contact with various tourism partners within the region to collaborate on projects, gather insights, and confirm information; and
- Contact with internal and external parties to communicate the various marketing programs and report on results.
- Contact with the internal team to collaborate on the execution of marketing programs.

Working Environment

The OHTO is a membership-based organization governed by a Board of Directors. Internal positions are in place to develop and execute the operational plan and achieve the strategic goals as established by the Board. This position relies heavily on suppliers and other industry contacts to fully support and execute projects. While this is a remote-working environment, there is a necessity to travel periodically throughout the region for various projects, events, and conferences (average five times/yr for 1- 3 days each).



Qualifications

The successful candidate:

- is optimistic and collaborative;
- thrives in a self-directed, dynamic, and fast-paced environment;
- has exceptional project management and communication skills;
- has a minimum of 3 years destination marketing experience;
- has thorough knowledge of the communities within our region;
- shares OHTO organization values of inclusivity, sustainability and community alignment;
- has an established and fully equipped home office set-up.

How to Apply

Please apply by Friday, December 30, 11:59pm by sending your resume via email with the subject line OHTO Marketing Director to: jobs@ohto.ca. We thank all applicants for their interest, but only those advancing through the selection process will be contacted.

OHTO is an equal opportunity employer committed to building a diverse workforce. We believe in fostering an inclusive, equitable, and accessible environment that brings people together to realize their full potential. We are committed to compliance with all applicable legislation, including providing accommodation for applicants with disabilities. Please advise us at any point during the recruitment and selection process if you require accommodation.

