



## **JOB DESCRIPTION – Specialist, Digital**

### **ABOUT TOURISM CALGARY**

As the official destination management organization for Calgary, Tourism Calgary's mandate is to:

- Promote Calgary as a destination of choice, marketing the city locally, nationally, and internationally to leisure and business travelers.
- Attract and support major events and conventions.
- Steward Calgary's destination brand.
- Lead or support development initiatives that enhance city vibrancy and the visitor experience.
- Advocate and support city building decisions that contribute to the sustainable growth of the economy while enhancing quality of life for Calgarians.

In 2023, Calgary saw an estimated 8.4 million visitors and a resulting visitor spend of \$2.9 billion.

### **THE POSITION**

The Specialist, Digital reports to the Manager, Digital, and is a key member of the fast-paced marketing team. This position is at the heart of Tourism Calgary's digital ecosystem – managing the day-to-day of various digital properties including [visitcalgary.com](http://visitcalgary.com), the leisure email newsletter program, and several digital passes. To do this work effectively, they must have a strong understanding of content management systems and display a natural aptitude for working in other digital platforms.

The role requires a self-starter that can work well independently and pick up new tasks quickly. At the same time, the Specialist, Digital must be a strong team collaborator, skilled in prioritizing competing requests from internal and external stakeholders.

A keen eye for detail is needed in the role; someone that can balance both creative delivery and digital analysis through smart, engaging interactions with various Tourism Calgary teams. In doing so, the Specialist, Digital will be required to proactively advise on how to best bring the Tourism Calgary brand to life across all digital properties.

### **KEY RESPONSIBILITIES**

- Lead the content publishing, administration, and optimization for [visitcalgary.com](http://visitcalgary.com).
- Provide photo editing for [visitcalgary.com](http://visitcalgary.com) and other digital properties.
- Co-lead the administration of leisure-focused digital passes in collaboration with the Destination Experience team.
- Co-lead the administration of the WebDam with the Brand team.

- Support the discoverability of [visitcalgary.com](http://visitcalgary.com) by leading various SEO activities in coordination with the Content team.
- Manage the leisure email newsletter program. This includes content planning, building and scheduling newsletters, and reporting.
- Support the digital activities and initiatives of the marketing team as needed.

## QUALIFICATIONS

- Minimum of 2 years' experience in digital marketing and/or technical digital fields, which includes:
  - Experience with Content Management Systems and supporting platforms.
  - Experience writing basic HTML and CSS.
  - Experience with analytics/SEO tools like GA4, Google Search Console, SEMRush, Moz etc.
  - Experience with email distribution platforms.
  - Experience with Adobe Creative Cloud including Photoshop and Illustrator.
- Excellent creative, strategic, and problem-solving skills, with the ability to work well independently and collaboratively as part of a team.
- Strong time and project management expertise with an ability to prioritize, communicate, and maintain deadlines.
- A hunger to learn and develop in a fast paced, challenging, and ever-changing environment.

## WORKING CONDITIONS

- This position is a hybrid home/Calgary office position with three days in the office and two days flexible.
- Candidate must have private high-speed internet, quiet place to work.
- Equipment (cell phone & laptop) provided by Tourism Calgary.

## APPLICATION PROCESS

Reply in confidence with a cover letter and resume by July 29, 2024.

Roxanne Wideen  
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Tourism Calgary  
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Please note only those selected for an interview will be contacted.