

MARKETING & ADMINISTRATIVE COORDINATOR

Out of respect for the longstanding relationships that Sto:lo People have with this territory, we gratefully acknowledge the Semá:th, Mathxwi and Leq'á:mel First Nations who are the original caretakers of the unceded land we operate on.

We are Abbotsford's tourism champions. We lead our industry, inspiring targeted travellers to choose Abbotsford and 'experience more Abby' through our strategic marketing campaigns and our visitor engagement programs.

We educate residents and their elected representatives on the contribution tourism makes to life in Abbotsford. We advocate for our industry's needs and for improvements to infrastructure and experiences that visitors and residents alike will enjoy.

Position Summary

This position supports our vision and mandate by helping with both internal and external communication, assists with marketing initiatives, and helps manage our marketing assets. Additionally, the Marketing Coordinator provides administrative and office support to the team and the Executive Director.

Specific Duties & Responsibilities

The responsibilities of the role include the following:

Marketing

- Help with development of digital content including blogs,
- Assist with managing digital marketing channels and platforms,
- Develop content for various marketing collateral and guides,
- Help develop, implement, and manage a branded merchandise program,
- Help manage partner and community event information in our CRM System,
- Delivery of marketing collateral to various partners and locations throughout community,
- Assist with keeping website content up to date using WordPress and work with website provider to oversee required changes,
- Collaborate with team to implement marketing research tactics on a consistent basis,
- Work with team to organize and manage the digital asset library,
- Support the development of the annual MRDT tactical plan and operating budget,
- Answer partner and visitor questions online and via phone as required,
- Represent Tourism Abbotsford at various consumer/trade shows or industry events as required,
- Assist with community event support and giveaways,
- Help to organize materials and supplies in support of visitor servicing activities.

Administration and Team Support

- Assist in the planning and execution of our industry engagement events,
- Assist with general office needs including but not limited to management of supplies, expense reports, and coordinating outgoing mail,
- Help prepare donations and giveaways of gift baskets and branded merchandise,
- Help coordinate content and manage distribution for both partner & consumer newsletters,
- Assist with writing and proofing content for various reports,
- Provide administrative support for the team as needed.

Desired Skills

- Outstanding service skills and a desire to help others... 'what's best for the rest',
- Excellent interpersonal-skills and a positive, can-do attitude,
- Excellent writing skills including proper spelling, grammar, punctuation and tone – ability to accurately proofread marketing materials,
- Some experience with Simpleview CRM (database management) is preferred, but not necessary,
- Photography or videography skills are an asset,
- Experience with Social Media posting and content management,
- Website content creation and management experience (WordPress knowledge),
- Ability to create and maintain effective working relationships with a variety of stakeholders,
- Ability to anticipate needs and appropriate timing of internal and external communication,
- A strong desire to learn and a passion for Abbotsford and the Fraser Valley.

Experience & Qualifications

- Tourism, Marketing, or Business certificate, diploma or degree or any equivalent combination of education and experience necessary to accomplish the job duties/responsibilities,
- Experience working in an office environment,
- Background in the tourism industry an asset,
- Valid BC Driver's License,
- The standard hours of work during the week are 37.5 though may vary from time to time depending on activities and events happening throughout the city,
- The ability to work flexible schedules - some evening and/or weekend work is required based on needs of operation.

Salary

- \$42,500 - \$44,500 per year
- RRSP
- Benefits

OUR VALUES

Collaborative

We actively engage and respectfully listen. We proactively go out and meet with our industry. We are open and collaborative.

Bold

Having listened, we know when it is time to act. And when we act, we are bold leaders - strategic and focussed. We deliver measurable results for our industry.

Innovative

We are innovators. We push the boundaries of status quo, never accepting 'good enough', always seeking to improve.

Responsible

We strive to be sustainable and then push further to be regenerative, embracing our role as advocates and educators of responsible travel.

Respectful

Through it all, we are respectful, we embrace diversity, and we are kind. We share our love for Abbotsford. We love what we do, and we have fun doing it.

Application Process:

To apply, send your resume by email to cnichols@tourismabbotsford.ca with a brief cover letter outlining why this opportunity is a great fit for you.

Application Deadline: Sunday, January 22nd, 2023

Anticipated Start Date: Monday, February 27th, 2023