

Job Title: Digital Marketing Consultant

Salary Range: \$2711.73- \$3752.85 semi-monthly

Term: Full-time, permanent position

Location: Regina or Saskatoon

Tourism Saskatchewan is looking for a Digital Marketing Consultant to work in our Regina or Saskatoon office. The position is responsible for planning, executing, maintaining and evaluating digital marketing tactics and campaigns, as identified through the strategic marketing plan, to promote the province and gain online exposure for Saskatchewan tourism products and experiences in domestic and international markets. This is accomplished by working closely with Tourism Saskatchewan partners, including industry, tourism marketing organizations, social media platforms and media outlets and other Tourism Saskatchewan departments.

Reporting to the Executive Director of Marketing, the duties of this position include:

- Develop, implement and evaluate a tactical digital marketing strategy that aligns with Tourism Saskatchewan's new (2022) brand pillars, personas and target markets as part of Tourism Saskatchewan's integrated marketing plan, and accrue value to the provincial brand in targeted markets through online exposure.
- Responsible for Tourism Saskatchewan's social media presence across targeted platforms and for creating, curating, repurposing and posting content that is engaging, on-brand, performance-measured and search-engine optimized.
- Provide guidance to staff involved in content creation on digital best practices and channel requirements.
- Create and deploy online and social media advertising within assigned budgets, including search engine marketing (SEM), social media advertising, banner and mobile ads.
- Analyze and report on content-related data and online advertising, and provide interpretation of results and recommendations to refine strategies.
- Work closely with the Digital Strategist and Marketing staff to build digital marketing capacity and strategy, to determine appropriate analytics and reporting and to identify new opportunities.
- Monitor social media channels to identify and curate relevant content that supports Tourism Saskatchewan's brand messages, and to gain market intelligence about perceptions of the province and tourism experiences
- Create and curate short-form content that speaks to brand pillars and targeted market segments across digital and social platforms to capture and engage consumer audiences.
- Build engagement across social media communities by interacting with consumers, and responding to enquiries in a timely manner.

- Work with others on the marketing team to identify and build an online community of travel influencers and brand advocates that strategically align with Tourism Saskatchewan's brand.
- Participate in the development of online and social media programs to engage, motivate and reward brand advocates.
- Work with the Travel Media and Content Creation teams to identify and leverage content created through earned media, user-generated content and content partnerships.
- Work closely with eBusiness and Technology staff on web design and technical requirements, content management systems and email marketing campaigns.
- Use content management systems to create and post content to Tourism Saskatchewan's web sites and apps including, but not limited to: research, development and maintenance of compelling written copy, images and videos; embedding of social feeds, widgets and display ads; and integration with consumer relationship management (CRM) databases.
- Build, test, execute, automate and evaluate email marketing campaigns that are timely, relevant to identified consumer segments, and maximize ROI.
- Optimize online direct marketing campaigns to maximize relevance, deliverability, open rates and click-through rates.
- Maintain awareness of emerging and evolving online marketing trends and technologies and make recommendations for changes and improvements.
- Provide guidance and market intelligence to tourism industry partners in defining digital marketing strategies to access relevant market opportunities.
- Represent Tourism Saskatchewan on relevant committees.
- Represent Tourism Saskatchewan at the various levels of government, private sector and associations in planning, organizing, implementing and evaluating courses of action in promoting travel to Saskatchewan.
- Other marketing activities as required as a member of the Marketing team, including contributing to the planning and implementation of the overall marketing strategy.
- Responsible for management of budget related to digital marketing tactics as part of the overall marketing plan program budget.
- Support content marketing activities as required.
- Perform other related duties incidental to the work described herein.

The required knowledge, skills, and abilities for this position are:

- Possess a post-secondary degree/diploma in a field such as marketing or communications, or a relevant combination of education and experience.
- Have relevant experience in social media marketing and online advertising, with a preferred minimum of three years of both.
- Solid understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data.

- Knowledge of market segmentation and personas is considered an asset.
- Experience in engaging and incentivizing social media advocates, influencers and communities, on both a day-to-day and campaign basis.
- Experience with content curation and sourcing of user generated content is required.
- Possess superior writing and communication skills.
- Possess working knowledge of HTML, content management systems and other web development tools and techniques.
- Experience in applying and adjusting assigned budgets (e.g. advertising) is required.
- Experience with search engine marketing is required.
- Experience working with agencies and consultants is an asset.
- Be able to lead and execute projects under limited supervision.
- Have superior organizational and project management skills.
- Possess keen attention to detail.
- Demonstrate consistent ability to meet deadlines while producing quality work.
- Must be able to build effective working relationships with others inside the organization.
- Possess digital photo editing skills.
- Video editing skills are an asset.
- Must be proficient with Microsoft Office.
- Have the ability to work in a fast-paced environment, be flexible and able to manage multiple projects at once.
- Possess knowledge of basic research techniques.
- Possess a valid driver's license.
- Ability to participate in physical activities such as canoeing, hiking, fishing etc.
- Have a strong knowledge of Saskatchewan's tourist attractions, destinations and events.

Please submit your cover letter and resume by 5:00 p.m. Tuesday, August 23, 2022, to:

Joan MacPhail
 Executive Director, Human Resources
 Tourism Saskatchewan
 189 – 1621 Albert Street
 Regina, SK S4P 2S5

Careers@tourismsask.com