

Cape Breton Island

your heart will never leave.

Job Description: Marketing Project Manager

Reports to: Director of Marketing

Supervises: N/A

As of Date: November 4, 2021

As the Destination Marketing and Management Organization for Cape Breton Island, Destination Cape Breton (DCB) is dedicated to driving year-round and sustainable growth for Cape Breton Island through destination marketing, tourism product development, and overall destination development consistent with the 2030 Vision in the #RiseAgain2030 Destination Development Strategy.

Position Overview:

Reporting to the Director of Marketing, the Marketing Project Manager is responsible for working with DCB's marketing team to implement the annual marketing strategy. The Marketing Project Manager plays a key role in implementing campaigns and measuring their results.

Essential Job Functions:

- Participate in strategic planning with the DCB team to establish goals and set priorities for marketing Cape Breton Island.
- Execute marketing campaigns.
- Work with suppliers to produce marketing collateral and manage the distribution of material.
- Track expenses and adhere to budgets.
- Track and report on the performance of marketing campaigns.
- Organize and fulfill contests.
- Update and manage parts of VisitCapeBreton.com using WordPress.
- Assist in content creation such as blogs, itineraries and video development.

Qualifications or Relevant Experience

- A degree in marketing, business, or related field is preferred.
- Minimum of 5 years of experience in marketing, communications, or a related field.
- Experience in and knowledge of the tourism industry on Cape Breton Island would be an asset.
- In-depth knowledge of Google Analytics.
- Familiarity with WordPress.
- Excellent interpersonal and communication skills.

- A positive, solution-oriented, and professional attitude.
- Strong organizational and time management skills.
- Ability to work independently with minimal supervision as well as collaboratively as part of a team.

General Responsibilities:

- To adhere to DCB policies in all activities, and to actively promote the organization and destination wherever possible.
- To be responsible for their own safety and that of their colleagues.
- To undertake such other duties as may be reasonably expected.

Salary:

- The salary will be commensurate with the stated qualifications and relevant experience

NOTE: This job description is not intended to be all-inclusive. The employee may be required to perform other related duties to meet the ongoing needs of the organization.