

Job Description: Marketing Manager

Reports to: Director of Marketing and Sales
As of Date: April 1, 2024

As the Destination Marketing and Management Organization for Cape Breton Island-Unama'ki, Destination Cape Breton is dedicated to driving year-round and sustainable growth for the 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 and Sales, the Marketing Manager will develop and implement effective marketing campaigns and projects that enhance brand awareness, engage target audiences and drive responsible tourism growth.

Essential Job Functions

- Design and execute comprehensive marketing campaigns and projects in line with organizational strategies.
- Review market research to inform marketing decisions and identify market trends.
- Manage and optimize digital marketing campaigns, including digital advertising, social media and email marketing.
- Manage the effective publishing and distribution of marketing content on our websites, social channels, email platform and soon-to-be-launched podcast platform, with a focus on enhancing engagement and community growth.
- Track and report on the performance of marketing campaigns and projects.
- Maintain the organization's websites, ensuring they are user-friendly, up-to-date and effective in attracting and informing visitors and industry partners. This includes regular content updates, optimization for search engines and analytics monitoring to improve user experience and engagement.
- Collaborate with local businesses, tourism partners and other stakeholders to curate and promote destination events.
- Ensure the Cape Breton Island brand and messaging is consistent and accurate across all channels.

Qualifications or Relevant Experience

- Post-secondary degree, or equivalent, in a related field of study is preferred.
- A concentration in marketing and/or communications is preferred.



- Minimum of 3 years of marketing experience, preferably in the tourism industry or a related field.
- Knowledge of digital and content marketing principles, processes and practices.
- Strong analytical skills with a focus on market research and data analysis.
- Ability to adapt to evolving market trends and technology.
- Ability to work independently with minimal supervision as well as collaboratively as part of a team.
- Must possess excellent written and oral communication skills.
- Strong organization skills, attention to detail, multi-task proficiency, initiative, high standard of ethics and confidentiality and the ability to adapt to a fast-paced work environment required.
- Flexible and able to adjust to changing conditions and circumstances.
- Good working knowledge the Apple computing environment, Microsoft Office software, Google Calendar/Docs and the ability to learn new programs specific to the sales role.
- A positive, solution-oriented and professional attitude.
- Proactive, self-motivated and results-focused.
- Must be available to travel as required to meet marketing goals.

General Responsibilities:

- To adhere to the Destination Cape Breton 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 and Benefits:

- The salary will be commensurate with the stated qualifications and relevant experience and is expected to be in the range of \$60,000-70,000.
- Benefits will include 3 weeks of vacation, a health and dental package and a matching RRSP program.

Equity, Diversity and Inclusivity:

Destination Cape Breton is located in Unama'ki, one of the seven districts of Mi'kma'ki, the unceded and ancestral territory of the Mi'kmaw People. As a leader in the tourism sector on Cape Breton Island, we strive to foster and maintain a diverse, inclusive, and equitable work environment where all individuals are respected, valued and empowered to reach their full potential. We are committed to creating a culture that recognizes and embraces the unique differences and similarities of our employees, customers, and partners, and leverages these differences to drive innovation, growth and success. We pledge to actively seek out and include diverse perspectives in our decision-making and to take action to address any forms of discrimination, bias and inequality that may exist within our organization. As a leader in the tourism sector, we will continuously learn, grow and work toward creating a workplace and customer experience that is inclusive for all.

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.

Destination Cape Breton
20 Keltic Drive, Sydney, Nova Scotia
Canada B1S 1P5

Tel +1.902.563.4636

visitcapebreton.com

