



Content and Social Media Specialist

Closing Date: April 17, 2018

Job Location: Northern BC

Term: Permanent, Full Time

Job Description

Northern BC Tourism Association (NBCTA) is seeking a talented Content and Social Media Specialist to join our team to assist in marketing northern British Columbia as a travel destination. As the Content and Social Media Specialist, you will work to tell the story of some of the best tourism experiences on the planet by developing inspiring visual content and effectively managing the region's social media platforms. You would be responsible for leading the investigation, story creation and content development to further enhance the region's brand positioning. In this role, your project management abilities and passion for developing relationships is essential to your success. Are you passionate about northern BC? Interested in being a part of the tourism industry and promoting the region to the world? Would you like to work for a forward thinking, innovative organization?

This might be the position you have been looking for.

Responsibilities

- Develop and implement an annual regional content marketing plan for northern BC, working closely with Destination BC to ensure alignment and integration wherever possible
- Work closely with stakeholders including DMOs, communities, and tourism operators to identify stories from around the region
- Establish and manage a network of content suppliers including photographers, videographers, writers, and influencers
- Leading project teams, comprised of stakeholders and suppliers
- Ensure all content is being strategically captured and distributed in partnership with Destination BC and through other brand partnerships
- Manage NBCTA's social media channels including Facebook, Instagram and Twitter
- Manage the region's digital assets including photography, video, and written content
- Working with media

- General stakeholder outreach and providing support for other areas of NBCTA's operations as needed
- The Content and Social Media Specialist reports directly to the CEO

Qualifications

- Post-secondary education in marketing, business administration or a related field is required, along with proven career experience and success
- Experience in all aspects of project management from conceptualization and planning, through to execution and measurement
- Strong understanding of both content and social media marketing practices and experience in managing social media platforms
- Experience in film production and journalism would be an asset
- Strong writing, communication and presentation skills, and the ability to build quality relationships are essential to this position
- Proficiency in post-production programs for photo and video would be beneficial
- The right candidate for this position is passionate about northern BC, adventurous, well-travelled, and spends time actively exploring our region
- Ideally this position will be based in NBCTA's Prince George office, but there is the opportunity to work with the team remotely from any northern BC community
- Regular travel within the region and beyond is required to successfully manage content projects or attend meetings and events

Applications

Send your resume and cover letter to hilary@nbctourism.com by **April 17, 2018**. Only applicants considered for interviews will be contacted.

Northern BC Tourism Association is a Regional Destination Management Organization that works to promote and develop the tourism industry in northern BC through the delivery of cooperative marketing campaigns, media relations activities, and community development programs. Stakeholders include communities, businesses, and operators involved in tourism within northern BC, a vast area that spans Highway 16 west from Tete Jaune Cache to Haida Gwaii, and then north to the Yukon/Northwest Territories border. This is one of the six geographical tourism regions within BC as defined by Destination British Columbia, the industry-led Crown corporation. www.travelnbc.com