

Job Title: Communications and Marketing Specialist

Salary Range: \$2554.22 - \$3535.01 semi-monthly

Term: Full-time, permanent position

Location: Regina

Tourism Saskatchewan is looking for a Communications and Marketing Specialist to work in our Regina office. This position facilitates and supports all areas of communications within the organization and externally with government, industry and the general public. The position requires collaboration with all branches of Tourism Saskatchewan and is part of a team effort responsible for planning, developing, implementing and managing strategic communications, marketing, public and media relations programs, materials and related plans, ensuring effective communication that supports Tourism Saskatchewan's brand, content strategy, marketing strategy and overall corporate strategic direction.

Reporting to the Director, Communications and Visitor Services, the duties of this position include:

- Develop, implement and evaluate strategic communications plans to effectively deliver Tourism Saskatchewan's message to consumers, industry, government, and other internal and external stakeholders, in alignment with the organization's strategic plan.
- Provide effective communication to build and support the tourism brand and enhance the public image of Tourism Saskatchewan. Ensure consistent messaging, style, content and visual identity standards in communications materials across all departments.
- Collaborate with other departments, senior management and government officials on obtaining project approvals.
- Identify, research, write, edit, and/or coordinate the production of communications and marketing projects, both traditional and non-traditional, in print and digital formats, including news releases, fact sheets, backgrounders, media kits, speeches, briefing notes, travel literature, content marketing pieces, newsletters and e-newsletters, direct email communication, web and social media content, corporate publications, such as annual reports and business plans, and other identified items and projects.
- Consult with internal and external partners, as well as follow tourism industry trends and news items to assist in the development of content plans and story ideas.
- Collaborate with Graphic Designer/visual editor to ensure consistency and high standards are maintained in the design and production of all communications and marketing projects.
- Provide communications advice, support and materials, such as speeches, messages, research, correspondence, presentations and briefing notes for the CEO, Board of Directors, Minister and government officials and other senior management and staff, as requested.

- Collaborate and provide advice-based consulting with a variety of internal clients in a positive, proactive manner to identify their needs, analyze their business challenges and recommend communications strategies and alternatives.
- Provide coordination for media relations activities, including handling media inquiries, arranging interviews, issues management and providing strategic communications advice to the CEO and/or other spokespeople in an effective and timely manner, while ensuring proper follow-through is completed in accordance with corporate communications standards and accepted best practices in the field.
- Perform other work incidental to the work described herein.

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

- Bachelor's degree in Marketing, Communications, Public Relations, and/or Journalism, or a comparable combination of education and experience.
- Minimum of three to five years of experience performing comparable work in a team environment.
- Must have superior writing and researching skills, along with previous experience writing corporate materials, such as annual reports and strategic documents for the purpose of effective communication to stakeholders.
- Experience interviewing, requesting and compiling information from all types of stakeholders is required.
- Must have excellent editing and proofreading capabilities with superior written and verbal communication skills and attention to detail.
- Must be proficient in writing promotional copy and creating content that is both compelling and accurate and appeals to diverse audiences.
- Must have knowledge of current best practices in the communications field to ensure adherence to industry standards.
- In-depth knowledge of communications trends, along with research skills are necessary to independently develop, implement and evaluate strategic communications approaches and tactical plans.
- Capable of dealing directly with internal (staff, managers, and senior executives) and external contacts of all types and at every level, such as front-line employees, managers, business owners, CEOs, board chairs of industry, government ministries and partner organizations.
- Demonstrated ability to exercise judgement and discretion when dealing with confidential and sensitive information.
- Ability to excel in high-pressure situations.
- Possess strong public relations and interpersonal skills in order to develop and maintain positive work relationships with colleagues and other internal and external stakeholders.
- Demonstrated ability to work in a collaborative team environment.

- Strong organizational, planning and time management skills, along with the ability to manage and prioritize multiple projects with varying deadlines.
- Capable of working independently and as part of multiple teams, and able to lead projects with limited supervision.
- Customer-service focused and capable of applying creative approaches/solutions to challenges.
- Ability to coordinate media and public events, including preparation of communications materials is an asset.
- Ability to handle interaction with media representatives in an effective and professional manner is an asset.
- Comfortable working on a PC and in Microsoft Office, utilizing word processing, spreadsheet and presentation software, along with some knowledge of production software.
- Photography and photo editing skills are an asset.
- Knowledge of the Saskatchewan tourism industry is an asset.
- Some travel with overnight stays may be required.
- Valid driver's licence is an asset.

Please submit your cover letter and resume by 9:00am on Tuesday, November 12, 2024, to:

Joan MacPhail
Executive Director, Human Resources
Tourism Saskatchewan
189 – 1621 Albert Street
Regina, SK S4P 2S5
Careers@tourismsask.com

- ✓ *Testing may be done to evaluate knowledge, skills and abilities.*
- ✓ *As per Tourism Saskatchewan's policy, the successful candidate is required to provide a satisfactory criminal record check.*
- ✓ *The successful candidate may be required to provide proof of acquired education.*