

Job Title: Digital Marketing Consultant

Salary Range: \$2793.68- \$3866.25 semi-monthly

Term: Full-time, permanent position

Location: Saskatoon

Tourism Saskatchewan is looking for a Digital Marketing Consultant to work in our Saskatoon office. The position is responsible for planning, executing, maintaining and evaluating digital marketing tactics and campaigns to promote the services provided by Tourism Saskatchewan to the province's tourism businesses and others working (or interested in working) in the sector. Creating video, photo, and written content for publication and distribution through Tourism Saskatchewan's industry-focused channels are fundamental to this position.

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

- Develop, implement and evaluate tactical digital marketing strategies that promote the services that Tourism Saskatchewan provides for the province's tourism sector ensuring alignment with corporate brand guidelines.
- 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.
- Use best practice design skills and content management systems (CMS) to create, develop and manage content on Tourism Saskatchewan's industry-facing website that is on-brand and search engine optimized, meets accessibility standards and implements functionality to improve the UX/UI.
- Create and deploy online and social media advertising within assigned budgets, and optimize to maximize relevance, deliverability, open and click-through rates.
- Analyze and report on content-related data and online advertising, and provide interpretation of results and recommendations to refine strategies.
- Work closely with Tourism Saskatchewan IT and development teams in the planning and execution of website development projects, ongoing site improvements and feature development.
- Work collaboratively with all areas of Tourism Saskatchewan to build industry-facing digital marketing capacity and strategy, to determine appropriate analytics and reporting and to identify new opportunities.
- Work with internal teams to identify and leverage content created through earned media, user-generated content and content partnerships.
- Build, test, execute, automate and evaluate email marketing campaigns that are timely, relevant to identified consumer segments, and maximize ROI.
- 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.
- Responsible for management of budget related to digital marketing tactics as assigned by project supervisor.
- 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.
- Experience using Content Management Systems to create and maintain website content.
- Experience using Sitecore XM/XP or XM Cloud would be preferred.
- Have the ability to use graphic, video and web design programs to produce engaging content for the web and social media.
- Have knowledge of photography, videography and social media marketing best practices and principles.
- 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) 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.
- Some travel, including overnight stays, is required in this position.
- 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 9:00am on Thursday, January 30, 2025 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.*