MARKETING & COMMUNICATIONS ASSISTANT

POSITION SUMMARY

Reporting to the Director of Marketing and Communications, the Marketing and Communications Assistant will support Tourism Kingston’s brand presence across several key digital channels, executing content and campaigns for destination marketing and communications plans. The ideal candidate will also be responsible to translating content to both official languages. The Marketing and Communications Assistant represents Tourism Kingston and the Kingston brand with professionalism and integrity, in manner, language, appearance, and attitude.

WORKING CONDITIONS

The position requires the use of personal equipment such as a computer and access to internet. Working remotely, this position has varied hours of work to carry out the duties assigned. The Marketing and Communications Assistant is expected to work standard hours of operation of the Tourism Kingston: Monday to Friday, 8:30 am to 5 pm. Extended hours may be introduced during events, festivals, and other peak business days. While this position will work remotely due to COVID-19, the Marketing and Communications Assistant must be based in the Kingston region and will be required to work on-site at attractions and events in Kingston, as well as the Tourism Kingston office on occasion.

KEY RESPONSIBILITIES

- Writes and translates digital content for social platforms, websites, and micro-sites
- Responds to enquiries, providing exceptional customer service
- Uses community outreach to ensure website events, stories, and promotions are current and accurate
- Drafts industry and consumer newsletters, soliciting content and feedback from the Tourism Kingston team
- Monitors social media activities to identify opportunities to engage on key issues
- Assists with digital communications, including presentations, video and photo assets, photo/video library maintenance, and digital graphics
EDUCATION

The successful candidate must be enrolled in post-secondary education and returning in the fall. For students attending college and university, proof of enrolment is required for successful candidates.

EXPERIENCE

- Proficiency in Microsoft office components, specifically Outlook, Word, Excel, and Teams; experience with database entry and management preferred
- Developed interpersonal communication skills, including writing/editing, presentation and public speaking ability
- Demonstrated ability to plan and organize work effectively
- Resiliency; ability to work in a fast-paced and demanding environment
- Understanding of professionalism, initiative, and independence in the workplace
- Ability to develop, cultivate, and maintain relationships at all levels of the organization
- Fluency in English required; bilingual (English/French) preferred

Application deadline: Wednesday, March 31, 2021

Please submit applications to:

Alison Migneault
Director of Marketing and Communications
Tourism Kingston
alison@tourismkingston.com