

Communications Specialist - Student

Position Summary

Reporting to the Chief Marketing Officer and Brand Manager, the Communications Specialist will execute content and campaigns for destination marketing and communications plans, supporting Tourism Kingston's brand presence across several key channels. This is an ideal position for someone looking to gain experience in corporate communications, in the tourism sector, and in working as part of a busy, collaborative marketing and communications team. This is a full-time summer position (35 hours a week).

Working Conditions

This is a hybrid position, working Monday to Friday from 8:30 am to 4:30 pm, most days at the Tourism Kingston office in downtown Kingston, with some flexibility for at-home work. The position requires the use of personal equipment such as a computer and access to the internet. The Communications Specialist may also work off-site to conduct interviews for stories.

Key Responsibilities

- Writes content for social platforms, websites, and micro-sites.
- Uses community outreach to ensure website events, stories, and promotions are current and accurate.
- Conducts research and interviews to inform planning and content development.
- Drafts newsletters, soliciting content and feedback from the Tourism Kingston team.
- Assists with internal communications including reports, plans, and grants.
- Assists with digital communications, including presentations, video, photo assets, photo/video library maintenance, and digital graphics.
- Assists with updating and maintaining the visitkingston.ca website, including search engine optimization.

Education/Eligibility

The ideal candidate will be a senior-level university or college student enrolled in communications, marketing, or a related discipline (such as English or history) with strong writing skills.

Based on grant funding, this role is open to applicants up to the age of 30 who are Canadian citizens, permanent residents, or persons to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment and who have a valid

Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

Experience

- Strong writing and editing skills; experience with journalism or blogging an asset.
- 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) an asset.

How to Apply

Please submit all applications to alison@tourismkingston.com. Only successful applicants will be notified.