

## **Digital Marketing Specialist - Student**

### **Position Summary**

Reporting to the Chief Marketing Officer and Brand Manager, the Digital Marketing Specialist will support Tourism Kingston's brand presence across several key digital channels, executing content and campaigns for destination marketing and communications plans. This is an ideal position for someone looking to gain experience in digital communications and marketing, in the tourism field, 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.

### **Key Responsibilities**

- Drafts, schedules, and posts digital content for social platforms, websites, and micro-sites.
- Performs website maintenance such as updating content and imagery, correcting broken links, and revising content to improve search engine optimization.
- Responds to enquiries, providing exceptional customer service.
- Uses community outreach to ensure website events, stories, and promotions are current and accurate.
- 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/Eligibility**

The ideal candidate will be a university or college student enrolled in communications, marketing, business, or a related discipline (such as English or history).

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**

- 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.
- Experience with website content management.
- Experience with Photoshop and/or Lightroom.
- 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](mailto:alison@tourismkingston.com). Only successful applicants will be notified.