



## **South Canadian Rockies Destination Management Organization**

**16 -month position (40 hours/week)  
(Dec. 1, 2024 to March 31, 2026)**

**With the possibility of an extension**

**\$3800 to \$4500/month compensation**

**Destination Management Coordinator**

### **Job Summary**

South Canadian Rockies Tourism Association is looking for an enthusiastic Destination Management Coordinator to advance our organization to be the collective leader for tourism in the south Canadian Rockies.

As the Destination Management Organization for Crowsnest Pass, Castle and Pincher Creek South Canadian Rockies Tourism Associations' supports the development and sustainability of a strong tourism sector by providing a framework for operators and the broader community to collaborate in areas of marketing, tourism infrastructure development, labour attraction and seasonal attraction balance. This position will look to drive SCRTA towards a greater, innovative, accountable, sustainable, and regionally focused for tourism in the South Canadian Rockies.

This position will play a crucial role in supporting and partnering with the Southern Rockies Tourism Development Zone (TDZ) as it is built up by Travel Alberta.

### **Responsibilities include overseeing the day-to-day operations including but not limited to:**

- Oversee the day-to-day operations of South Canadian Rockies Tourism Association
- Develop materials such as information programs, press releases, reports, information sessions and presentations
- Presenting prepared materials on behalf of South Canadian Rockies to keep communities engaged and updated on campaigns and projects throughout the region
- Efficiently promote the SCR brand leading in sustainable revenue and overall success
- Communications, development, and maintenance of good relationships with tourism businesses, government (all levels), regional chambers of commerce, other non-profit organizations, media and advocacy groups
- Coordinate and execute e-mail campaigns, meeting deadlines, following timelines, and ensuring uniformity of content/messaging
- Organization of board meetings, annual general meetings, Tourism Development Zone meetings, working group meetings and meetings with membership/partners
- Working with media agencies and marketing committee regarding advertising campaigns/contracts

- Assist in consolidating all documented information, including decisions, strategies, and action items, for inclusion in the final Southern Rockies TDZ playbook.
- Management of grant funds received
- This role involves pre-meeting preparation, in-meeting support, and post-meeting documentation to ensure the smooth and effective operation of workshops across multiple working groups.
- Contribution to the development of the final TDZ playbook by ensuring that all key information, decisions, and action items are accurately recorded and made available for inclusion in the playbook.

### **Qualifications**

- Experience in marketing, communications, administration, and/or the tourism industry
- Ability to create new relationships and maintain those existing
- Excellent written and oral communication skills
- Knowledge of Microsoft Outlook, Excel, Power Point, Google Apps, etc.
- Familiarity running Zoom and/or Teams meetings
- Familiarity with current marketing trends and digital marketing tools
- Familiarity with the South Canadian Rockies Region
- Ability to execute contracts and oversee Contractors
- Experience with WordPress and website CMS
- In-depth knowledge of social media platforms
- Self-motivated and optimistic
- Ambitious, confident and passionate
- Ability to manage multiple projects and meet deadlines on time and strong attention to detail
- Applicant must be able to provide own transportation to events/meetings/conferences
- Professional and self-accountable

There is the option to work a combination of remotely and in-person, but relocation to the South Canadian Rockies may be required. Travel and variable hours may be required.

Only candidates selected for an interview will be contacted.