



MARKETING COORDINATOR - PART TIME POSITION (CONTRACT)

The South Canadian Rockies Tourism Association (SCRTA) is seeking an outgoing, talented individual for the position of Marketing Coordinator. At SCRTA, we are passionate about tourism in Alberta, especially tourism in our region - the South Canadian Rockies. We work hard to support Alberta's tourism industry through destination development, marketing & promotions, industry learning, advocacy, and member programs. Before applying for the position, you can learn more about SCRTA by visiting www.southcanadianrockies.ca.

PURPOSE OF THE POSITION

This role is designed for a staff to actively manage SCRTA's social media channels, develop engaging content, grow our online community, promote, and supports tourism in the South Canadian Rockies. This role involves some content creation, audience engagement, analytics, and collaboration with membership and regional stakeholders to grow and inspire visitation to the region. The ideal candidate will reside within the South Canadian Rockies region, with the ability to work some hours in-person, remotely, and travel within the region as required.

Success in this role requires strong organizational skills, a deep understanding of social media analytics, platforms, and technical expertise.

KEY RESPONSIBILITIES:

- Manage and maintain brand voice and visual standards across all social media platforms.
- Maintain visual standards in creation/development of marketing tools.
- Develop and execute a monthly content calendar, including organic and paid campaigns, aligned with regional events and initiatives.

- Manage and maintain brand voice and visual standards across all social media
- Curate multimedia content from SCRTA, members, and partners; craft compelling posts to boost engagement and regional visibility.
- Plan and promote content around key events, ensuring active pre-, during-, and post-event engagement.
- Collaborate and provide marketing mentorship with membership.
- Monitor, respond to, and engage with followers and inquiries, fostering community relationships.
- Track social media performance, analyze metrics, and prepare reports, being sure contracts and outcomes comply with deliverables and terms and conditions.
- Identify opportunities for content improvement and audience growth, making strategic recommendations.

QUALIFICATIONS:

- Minimum 2 years' experience in social media/community management, preferably with agency experience.
- Expert understanding of social media analytics and KPI tracking.
- Proven ability to create engaging branded content.
- Excellent communication, writing, and editing skills.
- Highly organized, self-motivated, and reliable.
- Knowledge of the South Canadian Rockies region.
- Ability to work independently, with flexibility for evening/weekend work as needed.
- Vehicle with valid Class 5 license.

PREFERRED ASSETS:

- Degree or diploma in Marketing and/or Communications or related fields.
- Certifications in social media/content marketing.
- Experience with Constant Contact, Google Drive, and WordPress

TERM:

- June 1 - March 31, 2026 (possibility of extension)

HOURS

- Flexible, remote with some in-person requirements, 24 hours weekly. Stat holidays observed.

COMPENSATION

- \$2000 - \$2300/monthly salary depending on experience.
- Project - related mileage expenses covered.

TO APPLY:

- Please submit your CV with cover letter to Melisa Stefaniw at info@southcanadianrockies.ca
- Deadline for applications is May 24, 2025, 12:00 PM.

