

Marketing Manager Visit Gros Morne

Job Description:

The Gros Morne Cooperating Association is looking for a creative, energetic and experienced Marketing Manager who would be responsible for managing the promotion and positioning of the Visit Gros Morne brand along with the products and services related to the Gros Morne Gatherings group. Reporting to the Executive Director of GMCA, and ultimately the Board of Directors of Gros Morne Gatherings, the Marketing Manager will operate as administrative and logistical support for the organization.

Marketing Manager duties would include but are not limited to:

- ✓ Working with the Gros Morne Gatherings group of operators to develop a marketing direction for the region.
- ✓ Creation of an annual marketing plan for the operators and Visit Gros Morne assets.
- ✓ Hiring and managing the performance of outsourced projects or creative.
- ✓ Researching and analyzing market trends and competitors.
- ✓ Overseeing and tracking effectiveness of marketing campaigns and reporting findings to the Gatherings group.
- ✓ Negotiating and liaising with third-party marketing agencies.
- ✓ Writing and delivering content and social media plans for Visit Gros Morne assets on Facebook, Instagram, Twitter and Youtube.
- ✓ Managing the marketing budget, making sure the annual spend is delivering a return on investment.
- ✓ Managing the design and production of promotional materials, such as websites and brochures.
- ✓ Overseeing Gros Morne Gatherings attendance at events, such as trade shows and conferences either virtually or in person.
- ✓ Managing partnerships and maintaining communications with regional, provincial and national tourism organizations.
- ✓ Providing marketing and communications advice and support for GMCA's activities and initiatives.

Qualifications

Knowledge and experience in the following areas would be required:

- ✓ Strategic marketing plan development.
- ✓ Website management.

- ✓ Social media management.
- ✓ Copywriting and content management.
- ✓ Data analytics.
- ✓ Partnership development.
- ✓ Consumer show and conference attendance.

The Marketing Manager's skill set should include:

- ✓ Intimate understanding of traditional and emerging marketing channels.
- ✓ Excellent communication skills.
- ✓ Ability to think creatively and innovatively
- ✓ Budget-management skills and proficiency.
- ✓ Professional judgment and discretion that comes from years of experience in the field.
- ✓ Analytical skills to forecast and identify trends and challenges.
- ✓ Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.

Education

While we will accept a variety of academic backgrounds, including marketing, communication, business and design we are looking for a bachelor's degree or equal diploma with a master's degree as an asset.

Proven experience is equally important as formal education and would prefer applicant to have at least 3-4 years of experience in marketing prior to achieving their current position.

Specifications

Year round, full time, 37.5 hours/week

Rate of pay to be determined by qualifications

Anticipated Start Date: June, 2021

Organization Description:

The Gros Morne Co-operating Association is a not-for profit organization with volunteer board members and a team of staff who work with Gros Morne National Park to support and supplement the protection, preservation and interpretation of the park's heritage. The GMCA's products and services help visitors and residents to better understand the important natural and human history of the park area. The revenue earned is used to enhance visitor activities, conservation programs and marketing the Gros Morne region as a destination. Gros Morne Gatherings is a division of GMCA and is a marketing organization which promotes the Gros Morne area as a tourist destination as well as for meetings,

business events and conferences. The members are premium accommodators with meeting venues and unique stand-alone facilities which complement the visitor experience

How to Apply

Email: jackiegrosmornecoop@gmail.com

Application Deadline: May 31st, 2021