



## TOURISM LETHBRIDGE - DIGITAL CONTENT SPECIALIST

### JOB SUMMARY

This experienced content creator will communicate brand messages using creative and innovative thinking. They will deliver this by using their writing and photography skills to create impact, showcase the Lethbridge region, and grow the tourism economy.

The Visual Communication Specialist reports to the Director of Brand Development and will work with the Tourism Lethbridge team to implement the Board's Strategic Plan. The visual communication specialist works to develop, catalogue, and publish Tourism Lethbridge's digital asset library. This skilled visual communication specialist is an expert storyteller and possesses excellent knowledge of content trends while delivering the brand's marketing strategy.

### RESPONSIBILITIES

- Create strong relationships with stakeholders, partners, and internal team members while providing photography and social quality video clips at key events
- Catalogue digital assets and manage the Tourism Lethbridge media library
- Be the point person on media requests from external partners as we work towards publishing a self-serve media library
- Researching industry and consumer trends to ensure that content is relevant and appealing
- Work closely with colleagues on existing and potential events and internal teams on marketing materials and proposals
- Developing content strategies to reach the desired target audience and marketing goals effectively
- Creating written and visual content for a variety of platforms, including blogs, websites, social media, and publications
- Understand and effectively communicate the community and organization's value proposition
- Ensure strategies, projects, and initiatives align with the direction of the Board's Strategic Plan
- Provide regular updates to the Director of Brand Development

### COMPETENCIES & SKILLS

- Skilled in Microsoft 365
- Creative ability to find efficiencies and improve systems
- Good working knowledge of how to operate a digital camera
- Efficient and experienced at editing/cataloging images (Adobe Lightroom)
- Detail orientated
- Ability to consistently follow best file management practices
- Ability to write effective marketing copy
- Ability to accurately proofread written content
- Keen business sense, with the ability to find creative solutions to challenges
- Video, and video editing skills are considered a plus

### JOB DETAILS

**Salary range:** \$42,840 – 55,680 (2-year term position with opportunity for extension)

**Anticipated start:** March 20, 2023

**Submission deadline:** Monday, February 27, 2023 at 9:00am

**Work location:** On-site at Tourism Lethbridge in Lethbridge, Alberta

Please direct cover letters, resumes, photography or writing samples, along with questions to Jarom Scott, Director of Brand Development (email is preferred). [jarom@tourismlethbridge.com](mailto:jarom@tourismlethbridge.com)