

# Join us to shape the future of St. Catharines!

## About the City:

In the city of St. Catharines, we are committed to realizing the vision outlined in **The City of St. Catharines - Strategic Plan 2023 to 2027**. Our goal is to cultivate a city that thrives on safety, innovation, sustainability, and caring, not just for today, but for generations to come. Join our team and be part of a meaningful journey to shape the future of our community, leaving a lasting impact that extends far beyond the present.

## About the Role:

Support and assist in the marketing, organization and administration of tourism and economic development initiatives and strategies while promoting the municipality to visitors, citizens, new and existing businesses. Actively lead, organize, engage and participate in partnership meetings, while working closely with clients and departments to facilitate various campaigns aimed at growth, redevelopment and expansion of businesses.

## What You Will be Doing:

*(These set out the principal functions of the position and shall not be considered as a detailed description of all the work requirements).*

- Manage, enhance, and oversee departmental marketing mediums –website, social media, content marketing and collateral.
- Write compelling and informative content/blog posts that highlight local businesses, events, and attractions, following brand messaging.
- Create and distribute-newsletters, coordinate ongoing maintenance and content management of branded sites including but not limited to LoveSTC.ca and InvestInSTC.ca
- Design, produce and edit content that showcase the city's business retention and expansion efforts, attractions, events, and tourism products in line with brand guidelines.
- Develop and implement program goals, objectives, and key performance indicators (KPIs); prepare regular reports on social media performance, campaign effectiveness and visitor engagement metrics to support the evaluation and decision-making process.
- Collaborate with economic development and tourism industry business partners and businesses to generate new content ideas and partnerships for social media campaigns, giveaways, and storytelling.
- Foster collaborations with other destination marketing organizations including the Tourism Partnership of Niagara, Tourism Industry Association of Ontario, Destination Ontario and Destination Canada.

- Stay updated on industry trends, digital marketing strategies and emerging social media platforms to provide valuable insights and contribute to the overall marketing efforts.
- Promote and attend local events, set up tourism booths and tents, service visitors and create content to capture the experience.
- Maintain an inventory of current image content including all permissions.
- Facilitate and provide lead generation dissemination and support for area partners.
- Work collaboratively with tour operators, conference and convention organizers and event managers to provide delegate kits, tourist information, tour itineraries, accommodations, and transportation.
- Ensure compliance with Canada's anti-spam legislation.
- Perform other similar and related duties as required.

## About You:

### Qualifications:

- College Diploma in Marketing, Public Relations, or Tourism.
- Minimum two (2) years' current experience in an economic development and tourism related marketing role.
- Professional experience in web site and social media management including monitoring and participating in social conversations across platforms, including developing content, engaging customers, and creating positive experiences and interactions via social media.

### Skills:

- Proven customer service skills with the ability to liaison with key external and internal business partners and to function effectively with minimal supervision.
- Well-developed computer skills and demonstrated proficiency in Microsoft Office 365, email marketing software (i.e.: MailChimp), and social media platforms including Content Management System (CMS).
- Working knowledge of social media management platforms (i.e.: Sprout Social) and Customer Relationship Management Systems (CRM) is an asset.
- Graphic design and infographic excellence is an asset.
- Strong written and verbal communication skills with exceptional writing ability and well-versed in the latest digital marketing trends.
- Excellent organizational and project management skills with the ability to multi-task, handle multiple and conflicting priorities, and meet deadlines.
- Ability to work independently as well as collaboratively in a team environment.

## **Other Requirements:**

- Ability to work flexible hours to attend activities and functions as needed.
- Valid Ontario Driver's license, Class "G", with a clean driving record.
- Proven completion of Ministry of Labour Worker Health and Safety Awareness training.
- A demonstrated commitment to enhancing a safety culture.
- Ability to travel between City work locations is required.
- Proof of education will be required upon hire.

## **What's in it for you:**

**Salary & Benefits:** Get a competitive salary plus health, dental, vision, and life insurance coverage (for applicable positions).

**Pension Plan:** Enjoy enrollment in the OMERS pension plan with matched contributions for a secure retirement.

**Flexibility:** Achieve work-life balance with our hybrid work environment (for eligible positions).

**Training:** Access training and development funds to support your career growth.

**Make Your Mark:** Share your ideas, drive change, and leave a lasting impact through modernization efforts.

**Great People:** Work with a supportive team and leadership focused on your success.

## **Other Job Details:**

**Salary Range:** \$67,205 - \$75,511

**Employee Group:** CUPE 157

**Department:** EDTS- Economic Development

**Position Type:** Permanent, Full-time

**Work Mode:** Hybrid

**Hours of Work:** 8:30am to 4:30pm

**Number of Openings:** 1

**Job ID:** 2024-224

Posted Date: December 23, 2024

Application Deadline: Open until filled

### **Additional Information:**

To ensure fairness and efficiency in our recruitment process, we kindly request that all applications be submitted through our official portal at [www.stcatharines.ca/jobs](http://www.stcatharines.ca/jobs). Applications received through other channels will not be considered. We also advise applicants to maintain up-to-date contact information and regularly check their spam and junk email folders, as important communications regarding their application may be directed there.

For applicable positions, the recruitment process will be conducted using video conference technology. Please note that for certain roles, in-person interviews may be required.

The City of St. Catharines does not use AI Technology in any part of the recruitment process.

### **Employment Equity, Inclusivity and Accommodation:**

Dedicated to fostering an inclusive and accessible work environment, the City of St. Catharines is an equal opportunity employer committed to accommodating the needs of applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA). We encourage applicants to inform the Human Resources Division of any accessibility needs to ensure they are accommodated throughout the recruitment and selection process.

#LI-HYBRiD