



**Position Title:** Marketing Communications Specialist (Full-time position)  
**Reports To:** Director, Marketing & Events  
**Department:** Marketing & Events  
**Apply:** Email resume and cover letter to [events@bluemountainvillage.ca](mailto:events@bluemountainvillage.ca) by December 2, 2022

#### **Job Overview:**

Blue Mountain Village Association (BMVA) is an award-winning destination development and membership services organization recognized as leaders in the tourism industry. We're hiring a Marcom Specialist to strengthen relationships with stakeholders and visitors, to improve communication channels and increase brand awareness.

#### **Responsibilities for Marketing Communications Specialist:**

Responsibilities include: content development for stakeholder channels, distribution of promotional material, responding to customers' queries and comments, public relations events and special projects.

#### **Responsibilities**

- Planning and implementing effective communication strategies
- Assisting in the preparation and distribution of various marketing, communications and advertising materials, traditional and digital
- Developing content for stakeholder newsletters
- Taking and distributing minutes for special projects
- Planning and executing familiarization trips, media interviews, and promotional events
- Producing marketing copy for various channels
- Tracking and reporting ROI for communication campaigns
- Monitoring and editing websites and social media pages and addressing visitor queries

#### **Qualifications for Membership Services & Relationship Manager:**

- Bachelor's degree/diploma in business administration, communications, marketing or relevant related field
- 2-5 years' experience in a similar communications role
- Strong relationship management skills
- Outgoing, patient, and positive attitude
- Excellent written and verbal presentation communication skills, with an ability to engage, persuade and overcome objections
- Proven customer service excellence
- Expertise with various technology platforms, channels, and best practices, including: social, digital, websites, Apps, email communication. Proficiency in MS Office, Adobe, etc.
- Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines, while at the same time be a team player
- Must have strong organizational and project management skills
- This position is primarily on-site and requires regional residency