

Manager, Marketing & Engagement

Location: Squamish, BC

Type: Full-time, Permanent

Reports to: Executive Director

Position Overview

Tourism Squamish is seeking a driven and strategic Manager, Marketing & Engagement to lead our destination marketing initiatives and community outreach efforts. This is a public-facing leadership role responsible for executing campaigns that promote Squamish as a premier tourism destination while building relationships with local businesses, stakeholders, and community partners. The Manager will lead the implementation of consumer-facing marketing strategies, oversee brand integrity, and manage industry and member communications.

This leadership role includes overseeing two direct reports—a Marketing & Membership Coordinator and a Content Specialist—and involves close collaboration with the Executive Director.

As a nonprofit organization, Tourism Squamish operates in a fast-paced, resource-conscious environment. The successful candidate will bring a strong sense of urgency, a solutions-oriented mindset, and the ability to lead with creativity and adaptability.

Key Responsibilities

Marketing & Communications

- Plan and execute integrated consumer marketing campaigns across digital, print, social and paid media.
- Drive a performance-based marketing culture by establishing KPIs, tracking campaign outcomes, and using data to inform improvements.
- Lead key seasonal promotions and thematic campaigns such as Sip & Savour, 10 Ways to Play, 3-Day Getaway, 5-Day Getaway, and Embrace the Elements.
- Oversee and safeguard the Tourism Squamish brand identity, ensuring consistency in messaging, tone, design, and visual standards across all platforms and communications.
- Ensure brand alignment across partner and co-branded initiatives.
- Develop dashboards and performance reports to assess impact and guide future strategy.
- Manage marketing budgets and allocate resources effectively to maximize reach and ROI.
- Oversee all owned digital channels, including website management, email marketing, and social media presence.

- Maintain and grow the digital media asset library to support internal teams and external partners.
- Champion clear internal communication and teamwork across departments to keep marketing, membership, and visitor servicing aligned, ensuring a consistent brand experience and shared direction.

Industry & Member Recruitment and Communications

- Serve as the primary contact for members, building strong relationships and ensuring consistent communication.
- Proactively recruit new and existing businesses to join Tourism Squamish by staying connected to community developments, building relationships, and identifying opportunities for engagement.
- Produce and distribute industry newsletters, advocacy updates, member toolkits, and partner-facing materials.
- Lead the execution and reporting of the annual member satisfaction survey.
- Create engagement strategies that keep members informed, involved, and connected to Tourism Squamish initiatives.

Trade Shows & Partnerships

- Represent Tourism Squamish at consumer and travel trade shows, promoting the destination to both leisure travellers and travel trade professionals.
- Coordinate the organization's involvement in regional and provincial partnership marketing efforts.
- Organize, lead, and execute the Squamish Road Show twice annually in partnership with members, promoting the destination to travel trade, concierge teams, and media in the Vancouver market.
- Identify and pursue new partnership opportunities that align with destination goals.

Community & Stakeholder Relations

- Collaborate with the Executive Director to communicate the value of tourism and the impact of MRDT-funded activities to residents, community leaders, and elected officials.
- Act as a public spokesperson for Tourism Squamish at events, meetings, and media opportunities.
- Support community storytelling, transparency, and advocacy initiatives.

Media Relations

- Coordinate hosted media visits, respond to inquiries, and develop itineraries that highlight key experiences.
- Track earned media exposure and evaluate performance against strategic objectives.

- Contribute to seasonal media strategies and content development to increase off-peak visitation.

Qualifications:

- 4–6 years of experience in marketing, communications, or stakeholder engagement, ideally within a tourism or destination marketing organization setting.
- Strong understanding of brand development and maintenance, including tone, visual identity, and storytelling.
- Data-driven approach with proven ability to interpret analytics and adjust strategy accordingly.
- Demonstrated success in campaign execution, content creation, and industry communications.
- Proficiency in digital platforms and marketing tools, including CMS, email platforms, analytics dashboards, and social media.
- Comfortable with public speaking and representing the organization to partners, stakeholders, and the community.
- Existing knowledge of Squamish's tourism experiences and businesses is an asset.

What We Offer

- A creative, high-impact role within a collaborative and passionate team.
- Hybrid/flexible work environment based in beautiful Squamish, BC.
- Extended health benefits
- Professional development support.
- RRSP Plan.
- The opportunity to help shape the future of Squamish's visitor economy and brand presence.

Salary Range:

\$80,000 – \$90,000/year

How to Apply:

Submit your resume and a short cover letter to lesley@tourismsquamish.com by June 13, 2025, at 5 pm.

Applications will be reviewed as they are received.

Tourism Squamish is an equal opportunity employer. We are committed to creating an inclusive environment and welcome applications from all qualified candidates.