

Marketing & Membership Coordinator

Location: Squamish, BC

Type: Full-timePermanent

Reports to: Manager, Marketing & Engagement

Role Overview:

The Marketing & Membership Coordinator supports the delivery of destination marketing campaigns, seasonal promotions, and storytelling through digital and print channels. This role also coordinates Tourism Squamish's paid membership program, including outreach, onboarding, retention, benefit fulfillment, and campaign collaboration with local businesses. The coordinator plays a visible role in the community and helps ensure a strong and consistent brand presence across all channels.

Key Responsibilities:

- Coordinate digital and print marketing campaigns, including seasonal promotions, local partnerships, and branded storytelling.
- Support member engagement, including onboarding, benefit fulfillment, retention strategies, sector meetings, and member events
- Capture timely in-destination content at local events, member businesses, and seasonal activities.
- Maintain and organize the Tourism Squamish photo and video library with updated and tagged visual assets.
- Respond to media inquiries and support the coordination of hosted media itineraries in collaboration with the Manager, Marketing & Engagement.
- Attend and support participation in consumer shows, media events, and travel trade opportunities as needed.
- Track performance metrics, compile campaign and content reports, and share them with the team.
- Assist with administrative duties such as member invoicing, payment tracking, contact database updates, and general office support.

Qualifications:

- Two to four years of experience in marketing, communications, or stakeholder/member engagement.
- Strong technical proficiency
- Outgoing and confident in building relationships, initiating conversations, and representing the organization at events and meetings.
- Excellent interpersonal and relationship-building skills.
- Highly organized, proactive, and able to manage multiple projects and deadlines.



- Familiarity with tools such as Google Drive, Processwire web platform, Freshbooks software (Freshbooks), email marketing (Campaign Monitor).
- Knowledge of Squamish tourism experiences and local businesses is considered an asset.

What We Offer:

- A collaborative, community-focused workplace in a world-class outdoor destination.
- Opportunities to attend community and industry events.
- Opportunities for professional growth, training, and tourism industry networking.
- Extended health benefits.

Salary Range:

\$50,000 to \$60,000 per year, plus benefits

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.