



<b>Job title</b>	Communications Manager
<b>Reports to</b>	Director of Communications, Marketing, and Business Development
<b>Salary</b>	\$58,500 – \$65,000 annually

## Introduction

Tourism Canmore Kananaskis (TCK) is the official not-for-profit Destination Management Organization for the area’s tourism industry. Our goal is to increase overnight visitation, particularly with a focus on encouraging winter and spring visitation, by promoting the destination to high-value(s) visitors. We promote attractions, accommodations, restaurants, events and businesses in the area directly to consumers, while also leveraging international travel trade and media channels.

A major focus of our strategy is committing to a triple bottom line approach to ensure sustainable tourism development in the future. The triple bottom line approach considers economic (Profit), environmental (Planet) and social (People) factors to develop a more holistic accounting of sustainability.

## Job purpose

The Communications Manager is responsible for creating and executing TCK’s communications strategies. This position plays a critical role in promoting, enhancing, and protecting TCK’s brand reputation while ensuring alignment with the organization’s goals and values.

The successful candidate will contribute significantly to the development and implementation of a comprehensive communications plan, stakeholder engagement and community engagement strategies. This role will also collaborate closely with the Marketing Team to support earned media initiatives and other marketing efforts.

## Responsibilities

### Strategy Development & Execution

- Develops and implements TCK’s corporate communications strategy, including channel-specific and audience-focused approaches.
- Actively engages, cultivates, and manages press relationships to secure coverage that highlights TCK’s priorities, events, and projects.
- Supports the creation of an organization-wide stakeholder engagement strategy to engage and support tourism businesses in Canmore and Kananaskis.

- Works with the Director, CEO, and team members to identify communications opportunities and execute solutions.
- Advises on crisis management, reputational risk issues, and special projects as needed.
- Leads or supports the development of corporate strategies and initiatives in alignment with TCK's mission, vision, and values.

### **Stakeholder Engagement & Communications**

- Manages or supports stakeholder engagement activities, including AGMs, training events, business newsletters, LinkedIn, and other platforms.
- Oversees or assists with the production of corporate materials, including the business plan, and other collateral.
- Crafts talking points, speeches, presentations, and other materials for leadership as needed.
- Builds and nurtures business relationships with industry partners, and media to foster collaboration and alignment.
- Ensures all communications adhere to TCK's Brand and corporate communication standards.
- Writes or supports the creation of blog posts and consumer-facing materials in collaboration with the Marketing Manager.
- Represents TCK at relevant travel media and industry events.

### **Operations & Administration**

- Manages or supports the communications budget, including invoice processing and budget tracking.
- Oversees or assists with grant applications and reporting to ensure maximum funding.
- Updates Communication KPIs and ensures relevant articles are published on the website.
- Performs other duties as assigned.

## **Requirements**

### **Skills and Qualifications**

- Proven ability to develop and execute communication strategies.
- Strong project management, and organizational skills.
- Excellent written and verbal communication skills, including the ability to create high-quality content for a variety of audiences and platforms.
- Exceptional editing and proof-reading skills
- Demonstrated experience in stakeholder engagement.
- Familiarity with government relations and earned media practices.

### **General**

- Knowledge of the tourism and hospitality industry is an asset.
- Proficiency in tools like Microsoft Office, Teams, and basic CMS platforms.

- Experience working with Large Language Models an asset.
- Team player with the ability to lead and collaborate across departments.
- Experience with design tools like Canva or Adobe Creative Suite is a plus.
- Degree in Communications, Marketing, Public Relations, or a related field; equivalent experience may be considered.

## **Working Conditions**

### Location:

Situated amidst the awe-inspiring landscapes of Canmore and Kananaskis, this role isn't just a job; it's an invitation to be an integral part of our vibrant mountain community. We are seeking a candidate who not only possesses the necessary skills but also shares a connection with the Bow Valley. This is an opportunity to contribute to the story of Canmore and Kananaskis while being immersed in the very surroundings that make our destination extraordinary. As such, preference will be given to candidates residing in the Bow Valley region, as we believe that the best storytellers are those who live and breathe the mountain lifestyle every day. Join us in shaping the digital narrative of one of Canada's most stunning destinations.

Our office is in Canmore, Alberta. This position has the potential to be in-person, or hybrid after a probationary period. Join us in transforming the way we live in the world!

### Diversity, Equity & Inclusion

Tourism Canmore Kananaskis is strongly committed to employment equity within our community, and to recruiting a diverse team of staff. We encourage applications from people of all races, ethnicities, genders, sexual orientations, gender identities, gender expressions, socio-economic standings, ages, religions, and national origins. TCK is an equal opportunity employer committed to considering applicants who identify as part of an equity group. We value a wide range of skills, experiences, and backgrounds and encourage all qualified candidates to apply. We are working to eliminate barriers for applicants and team members from equity-seeking groups. If you require accommodations during the application or hiring process, please contact [hr@explorecanmore.ca](mailto:hr@explorecanmore.ca) or 1-855-678-1295.