EMPLOYMENT OPPORTUNITY

Marketing Officer

Contract ending March 31, 2026

The Marketing Officer will work in collaboration with the Wikwemikong Development Commission (WDC) Managers under the direction supervision of the Tourism Manager.

DUTIES:

- The primary responsibility is to implement Community Investment and Destination Marketing Plan
- To develop branding guidelines for WDC for use in promotional material and online marketing.
- Network with WDC entities to identify marketing goals, and objectives that can be included in the Community Investment/Destination Marketing Plan
- To update the Industrial Park pricing strategy and marketing assets.
- Develop digital assets for WDC to be used on online platforms and marketing materials
- Strengthen and develop Wikwemikong Tourism digital marketing assets and online presence by updating new and existing established industry partnership website.
- To coordinate the update of the WDC website and other online profiles.
- Coordinate Wikwemikong Tourism marketing initiatives with industry, travel trade, and travel media
- Promote destination development and investment by liaising with government agencies, non-government agencies, employers, organizations, training institutions, and public overall
- Capture and create engaging content of Wikwemikong tourism experiences to be featured on social media platforms.
- Performs other related duties as may be directed by the EDC Board, such as, conducting business meetings and assisting with community consultations, etc.

Qualifications and Relevant Skill:

- Bachelor's degree or college diploma in Business Administration, Business Marketing or Tourism Management preferred.
- 1-2 Years of Administrative and Business Development Experience
- Comprehensive computer knowledge software including work processing, spreadsheet, presentation, database, web-based software, and electronic mail software.
- Proven record of success to develop project proposals, marketing and promotional material and in the areas of research and development

Additional Requirements:

- Must have excellent written and oral communication & presentation skills
- Will be required to travel, Valid G Driver's License and access to reliable vehicle
- Knowledge of Anishinabek language customs, traditions, and practices
- Must be capable of analyzing data, issues and experience in creative problem solving
- Criminal Reference Check
- Flexible hours (evenings and weekends included)

SALARY: Equivalent to $65,000 annually.
DEADLINE: Open until filled.

Wikwemikong TOURISM

Please submit cover letter, resume, three recent work-related references, and an up to date criminal reference check (CPIC) to:

olivia@wikytours.com