

Job Opportunity: Marketing Coordinator

Discover Langley City is excited to welcome two students for the summer season to support marketing initiatives and be our Visitor Services team.

About Discover Langley City

Discover Langley City, established in 2017, is a Destination Marketing Organization working under the umbrella of the Downtown Langley Business Association and its members, to promote Langley City's tourism related businesses and activities. Discover Langley City's goal is to attract new visitors to stay and play in our community, to help us grow our local tourism economy and encourage overnight stays.

Job Description

Through the guidance and support of the Manager of Operations, the Marketing Coordinator will represent all tourism products and services from our industry sectors such as entertainment, recreation, accommodation, restaurants, retail, attractions, and others by essentially being our "one stop shop" for visitors, encouraging them to extend their stay from day to overnight in Langley City.

The Marketing Coordinator will promote Langley City to visitors and residents, encourage return visits, and lengthen stays. They must present an overall positive image of the community while attending events on behalf of the organization, fostering long-term connections and partnerships between the organization and the local tourism community.

Duties and Responsibilities

Marketing

- Creating content for the monthly consumer email newsletter using the Constant Contact email marketing platform.
- Website maintenance, such as:
 - Finding upcoming events in Langley City and maintaining the events listings.
 - Keeping website content up to date with travel itineraries and business directory listings.
- Assisting the Social Media Manager with content creation sessions.
- Providing administrative support (i.e., note taking, scheduling appointments, answering emails).
- Organizing photo and video files on Google Drive and Dropbox.
- Assisting the Manager of Operations with database management for contacts (using MS Excel and Constant Contact).
- Assisting the Manager of Operations in all logistics for the 2024 summer season.
- Other projects assigned by the Manager of Operations.

Partner Relations

- Connecting with current Discover Langley City partners (tourism-related businesses in Langley City) to collaborate on marketing programs.
- Seeking out new tourism-related businesses to join Discover Langley City's partner membership.
- Making weekly visits to accommodation partners and deliver marketing collateral to ensure they have sufficient inventory to share with their guests.

Visitor Services

- Operating the Discover Langley City Mobile Visitor Centre. This includes:
 - Being our street team who is actively out in the community promoting Discover Langley City member products and experiences in various locations throughout Langley City.
 - Identifying the needs of visitors to provide accurate and current information on tourism products in Langley City and surrounding areas if requested.
- Creating activities to host at the Mobile Visitor Centre, such as the annual Discover Langley City Prize Wheel promotion.

Requirements

- The hiring of this position may be affected by the funding received through the Canada Summer Jobs grant. These requirements include that the job applicant must:
 - Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment.
 - Be between the ages of 15-30 years old at the beginning of the employment period.
 - Have a valid Social Insurance Number.
- Attending post-secondary education in tourism, marketing, or communications (preferred).
- A desire to grow professional work experience in tourism, marketing, or communications.
- Is energetic, has excellent verbal and written communication skills, and a positive attitude.
- Strong teamwork skills and the confidence to work independently.
- Be able to lift items up to 40 pounds.
- Have a valid class 5 driver's license.

Job Details

- Duration: 8 weeks, with the possibility of an extension to 12 weeks (dependant on Canada Summer Jobs funding)
- Start date: June 3, 2024
- Job type: Full-time, Seasonal
- Salary: \$20.00 per hour
- Number of positions: 2
- Schedule:
 - 9:00 a.m. – 4:00 p.m., 35 hours per week, Monday to Friday.
 - May include holidays and weekends for attending events with the Discover Langley City Mobile Visitor Centre. Weekday hours will be adjusted to accommodate this.
 - In-office, located in Downtown Langley.

How to Apply

Ready to apply and kick-start your summer in tourism? Send your cover letter and resume to the Manager of Operations at tourism@downtownlangley.com with the subject line: Marketing Coordinator Application. Deadline to apply is **April 18, 2024**.