



Marketing Manager

Tourism Harrison River Valley is a Destination Marketing Organization focused on marketing Agassiz, Harrison Hot Springs, Harrison Mills, FVRD C, and all the shared communities in between. In addition to destination marketing, Tourism Harrison River Valley operates the Harrison Visitor Centre & Sasquatch Museum, coordinates local events, and supports our stakeholders through workshops and marketing.

Job Description

Position Title: Marketing Manager

Reports To: Executive Director

Location: Harrison Hot Springs, BC.

Employment Type: Full-Time

Remuneration: \$65,000-75,000 / year (based on working 37.5 hours per week). Benefits Package. 3 weeks' Vacation (15 working days)

Position Overview

The Marketing Manager is responsible for ensuring that Tourism Harrison River Valley's marketing efforts are coordinated, effective, and operating as a system. Success in this role is defined by the ability to connect strategy to execution and ensure that marketing activity supports a clear and cohesive visitor experience.

A hybrid role, with a mix of in-office and remote work based on operational needs can be considered.

Key Responsibilities

Strategy Execution and Coordination

- Lead the implementation of THRV's marketing strategy and annual plan
- Translate strategy into clear priorities, timelines, and deliverables
- Ensure alignment across campaigns, content, website, and partner initiatives

Brand Management

- Oversee the consistent application of Tourism Harrison's brand across all marketing activity
- Ensure alignment in tone, messaging, and visual identity across channels
- Support partners and contractors in maintaining brand standards

Campaign Planning and Management

- Plan and coordinate seasonal campaigns (including summer and shoulder season)
- Define campaign objectives, messaging, and success metrics
- Ensure all campaign elements are integrated across channels



Content Direction and Oversight

- Set content priorities and ensure alignment with strategic goals
- Guide tone, messaging, and content focus across channels
- Review and approve content produced by external partners
- Identify, manage, and maintain creator and content partnerships
- Ensure creator collaborations align with campaign priorities and brand direction

Website Strategy and Oversight

- Define priorities for website updates and improvements
- Ensure website content supports trip planning and campaign goals
- Coordinate with development and UX partners on implementation

Social and Channel Oversight

- Provide direction for social media and content channels
- Ensure channels are aligned with campaigns and website pathways
- Monitor performance and adjust approach as needed

Partner and Stakeholder Management

- Work with Business Liaison to engage local businesses and stakeholders to support marketing initiatives
- Ensure partner content and opportunities are integrated into campaigns
- Maintain strong working relationships across the region
- Collaborate with neighbouring communities to leverage regional opportunities

Performance Tracking and Optimization (Planning and Reporting)

- Monitor performance across website, campaigns, and channels
- Identify insights and adjust strategies based on results
- Report on outcomes and provide recommendations for improvement
- Collaborate with the Executive Director on annual tactical planning and performance reporting, including Destination BC requirements.
- Support the development of board reporting materials and presentations

Qualifications:

- 4–7 years of combined post-secondary education and professional experience in marketing, communications, or a related field
- Experience supporting the execution of marketing strategies and campaigns
- Strong understanding of digital marketing channels and how they work together
- Experience coordinating multiple stakeholders, partners, or external vendors
- Strong organizational and project management skills, with the ability to manage priorities and timelines effectively



- Strong communication and decision-making skills
- Ability to work independently and as part of a small, collaborative team
- Interest in tourism, community building, or place-based marketing

How to Apply

Send a Cover Letter and Resume to execdirector@tourismharrison.com with the job title you are applying for in the subject line.
