

**Job Title: Summer Marketing Coordinator****Reports to:** Board of Directors or designate**Location:** Baddeck / mobile**Hours:** 35 per week**Compensation:** \$19 per hour**Term:** 8 weeks**Position Overview**

The Student Marketing Coordinator supports the marketing efforts of [Destination Name], a small tourism destination dedicated to showcasing local experiences, businesses, and attractions. This role focuses heavily on **content creation**, **member profiling**, and **storytelling** to help strengthen the destination's brand presence and promote visitation.

This is an ideal position for a student studying marketing, communications, tourism, digital media, or a related field.

**Key Responsibilities****Content Creation**

- Develop engaging written, photo, and video content for social media, website, newsletters, and promotional campaigns.
- Assist with content planning, scheduling, and publishing across platforms.
- Capture on-site photo/video during local events, business visits, and destination highlights. List will be provided but not limited to the list.
- Support the creation of blogs, reels, member spotlights, and visitor guides to be used on [visitbaddeck.com](http://visitbaddeck.com)

**Member Profiling & Destination Storytelling**

- Conduct interviews with local tourism businesses (hotels, restaurants, attractions, tour operators, etc.) as well as visitors and locals.
- Create short, compelling profiles and stories that highlight member offerings, personalities, and unique value.
- Gather accurate business information, photos, and promotional details when necessary.
- Support updates to the member directory, website listings, and destination marketing materials.

**Marketing & Administrative Support**

- Assist with social media engagement and monitoring.

- Support email marketing updates and newsletter content.
  - Help track analytics (web, social, content performance) and make recommendations.
  - Maintain content libraries (photo, video, branding assets).
  - Provide general office or marketing support as needed.
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### **Required Skills & Qualifications**

- Strong writing, editing, and storytelling abilities.
  - Experience with social media platforms (Instagram, Facebook, YouTube, etc.).
  - Basic photography or videography skills (smartphone acceptable; DSLR or drone a plus).
  - Must have appropriate equipment to perform the duties (smartphone, computer, etc.)
  - Comfortable talking with local business owners and conducting short interviews.
  - Strong attention to detail, organization, and ability to work independently.
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### **Preferred Skills (Not Required)**

- Currently enrolled in a college or university program in marketing, communications, tourism, digital media, journalism, or similar field.
  - Experience with Canva, Adobe Creative Cloud, or similar design tools.
  - Familiarity with content scheduling tools (Meta Business Suite, Later, Hootsuite).
  - Basic understanding of SEO or website content management systems (WordPress, Squarespace, etc.).
  - Knowledge of local tourism trends or interest in the tourism/hospitality industry.
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### **What You'll Gain**

- Hands-on experience in tourism marketing and digital content production.
- Portfolio-building opportunities through real-world writing, photography, and design work.
- Networking opportunities with local businesses and tourism professionals.
- Insight into destination marketing, visitor behavior, and community development.