



## Director of Marketing Job Posting Salary Range \$85,000 - \$100,000 (CDN)

Chemistry Consulting Group is proud to partner with our client, Tourism Tofino, to lead the search for a visionary **Director of Marketing** who can strategically lead the marketing program at Tourism Tofino and steward its world-renowned brand into its next chapter. Reporting to the Executive Director, the Director of Marketing is responsible for leading the in-house team, agencies and contractors to deliver results-oriented work that sets Tofino apart as a destination of choice in the Pacific Northwest – particularly outside of peak summer.

Anchored by a new world-class Destination Stewardship Plan and a complementary marketing strategy focused on storytelling and community values, this role offers the opportunity to boldly elevate the Tourism Tofino brand and ensure it stands out in a dynamic and competitive travel market.

### RESPONSIBILITIES

#### Brand & Strategy

- Serve as a passionate champion and advocate for the Tofino brand
- Ensure consistent brand voice and compelling storytelling across all campaigns, platforms and channels – including paid media, owned media and earned media
- Execute the full-funnel marketing strategy from awareness and consideration to meaningful action
- Ensure alignment between Tourism Tofino's marketing initiatives and its destination stewardship efforts
- Inspire and lead the marketing team with clear direction, mentorship, and constructive feedback while holding them to the strategy
- Manage relationships, workflow and results with key creative agencies and external delivery partners
- Represent Tourism Tofino in the community, acting as a visible ambassador for the destination

#### Measure Success

- Work with the Executive Director to clearly define key performance metrics across the marketing program to measure what matters and iterate on our success
- Full ownership and accountability of performance reporting and results
- Leverage market research and insights to recalibrate target audiences, campaigns and strategy

#### Build Connections

- Work closely with First Nations, Indigenous owned businesses and partners to respectfully share stories and values that lift up Indigenous tourism in Tofino – including promoting the ʔiisaak pledge
- Invest time building meaningful relationships in the community with members and partners
- Ensure Tourism Tofino stays connected and aligned with industry partners like Destination BC and Indigenous Tourism BC

### **Competitive Edge**

- Stay on the forefront of digital marketing trends and developments through constant learning and professional development
- Embrace innovative and unconventional approaches, exploring new ideas beyond the standard “cookie-cutter” strategies of other tourism brands
- Develop a deep understanding of the opportunities and risks of artificial intelligence in executing and enhancing the marketing strategy
- Engage with other destinations and industry partners at conferences/events to learn best practices and travel industry trends

### **EDUCATION & RELEVANT EXPERIENCE**

- Post-secondary education in marketing, communications or a related discipline or an equivalent mix of education and experience.
- Minimum 5 years’ experience in a strategic marketing leadership role
- Travel or tourism experience an asset
- Background in destination marketing, destination stewardship and community engagement.
- Knowledge of Tofino and BC is an asset.

### **SKILLS & ABILITIES**

- Proven track record in building successful brands, executing digital marketing strategies and working across multiple disciplines/platforms
- Deep knowledge of the current digital marketing landscape including paid media, web design, search engine optimization, content strategy, artificial intelligence and social media trends
- Strong background working with advertising agencies, graphic designers, web developers, media outlets and other creative contractors to deliver quality work on time and on budget
- A strong creative streak with experience in storytelling and compelling brand content that leads with community values
- Experience working with First Nations and a complex array of community stakeholders is an asset
- Demonstrated ability to build and foster professional relationships
- Strong initiative and resourcefulness with exceptional work ethic
- Excellent analysis, problem solving and reporting skills
- Exceptional organizational skills, attention to detail and ability to meet deadlines
- Ability to exercise sound judgement and carry out responsibilities with minimal direction
- Commitment to constant innovation and improvement
- Strong understanding of the complex issues facing small, rural tourism destinations
- Ability to work 40 hours per week with flexibility to work evenings and weekends when required

### **WE OFFER**

- Comprehensive extended health and dental package / Tourism Tofino pays 100% of premiums
- 3 weeks paid vacation per annum (plus holiday office closure days)
- Cell phone allowance
- Professional Development annual allowance
- This position is in office Monday to Friday with some flexibility to work from home



*Tourism Tofino values diversity, equity, and inclusion and encourages applications from all qualified individuals. We are dedicated to providing workplace accommodations for employees with disabilities and will ensure the necessary support is in place to help you succeed—both during the recruitment process and throughout your employment.*

## **TO APPLY**

To apply, please email your cover letter and resume by November 30, 2025 to [careers@chemistryconsulting.ca](mailto:careers@chemistryconsulting.ca) with “**Tourism Tofino – Director of Marketing**” in the subject line. Your application should highlight your experience, qualifications, and interest in this opportunity.