

JOB DESCRIPTION

TITLE:	Marketing Manager, PR & Content	REPORTING TO:	Director, Marketing
STATUS:	Permanent Full-Time, Hybrid work (3 days in office)	LAST UPDATED:	September 2026
REVIEWED BY:	Nancy Small, CEO	APPROVED BY:	Nancy Small, CEO

POSITION SUMMARY

The Marketing Manager, PR & Content reports to the Director, Marketing and leads Tourism Richmond's public relations and owned channels, including website content, SEO/GEO, social media, email marketing and content planning. With strategic input from the Director, the Manager develops integrated strategies, plans, budgets and KPIs aligned with organizational and destination-marketing priorities. The Manager develops the Marketing Coordinator, directs PR, social, web and SEO/GEO agencies, and collaborates with paid marketing and internal teams to inspire visitation through destination storytelling.

RESPONSIBILITIES

Department & Team Management

- Manage earned and owned channels, priorities, plans, workbacks, budgets and reporting.
- Coach and manage the Marketing Coordinator's performance and workload.
- Manage projects through clear briefs, roles, timelines, approvals, scope and risk escalation.
- Contribute to annual marketing planning and budgeting.

Earned & Owned Marketing Leadership

- Lead an integrated earned and owned strategy aligned with Tourism Richmond's business plan.
- Translate strategic direction into channel plans, briefs, content priorities, workbacks, budgets and KPIs.
- Integrate PR and owned channels with paid media, brand, destination experiences and partner initiatives.
- Use audience, channel, search and campaign insights to improve performance and visibility in traditional and AI search.

Public Relations & Earned Media

- Lead Tourism Richmond's PR strategy and always-on earned-media program.
- Manage PR agency scopes, briefs, timelines, budgets, approvals and performance.
- Integrate earned media into brand, experience, seasonal and partner campaigns with the paid marketing team.
- Oversee media opportunities, familiarization tours, events and hosted experiences, including assessment, itineraries, coordination, follow-up and reporting.
- Build relationships with other destination organizations, tourism partners, media and creators.
- Identify PR-related reputational risks and escalate sensitive issues as appropriate.

Owned Channels & Content Planning

- Lead owned-channel and content strategy across the website, blog, email, social media, and other consumer-facing platforms.
- Own the content calendar and production approach, including pillars, channel roles, audiences, workflows, standards and approvals.
- Direct the Marketing Coordinator's production of website, blog, email and in-house social content.
- Lead website content strategy, governance, accessibility, inclusive design practices and optimization with the web agency.
- Lead SEO, GEO and AI discoverability, turning agency insights into content and website priorities.
- Lead email strategy, including audience growth, segmentation, automation, testing and optimization.
- Lead social strategy and agency management, including audiences, content, community engagement, campaign integration and reporting.
- Ensure content is accurate, accessible, on brand and aligned with Tourism Richmond's voice and storytelling standards.

Measurement, Agency & Stakeholder Management

- Partner with the BI and Marketing Analytics Lead and agencies to set KPIs, interpret results and act on insights.
- Evaluate channel, campaign, content and agency performance against scope, timelines, budgets and outcomes.
- Manage PR, social, SEO/GEO, web and content suppliers while retaining strategic ownership.
- Collaborate with Destination & Industry Development and other teams to deliver earned and owned support for approved priorities.
- Represent Tourism Richmond at relevant events. The role includes regional, national and occasional international travel and may require occasional weekend work.
- Perform other duties reasonably related to the scope, level and purpose of the position.

QUALIFICATIONS

- A post-secondary degree or diploma in marketing, communications, public relations, journalism, digital media, or a related discipline, or an equivalent combination of education, training, transferable skills and experience.
- Five or more years of progressively responsible experience, demonstrated across public relations and owned channel or content marketing.
- Experience delivering earned and owned strategies, content plans, agency relationships, budgets and measurable programs.
- Experience supervising, coaching or leading staff is required.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to translate marketing direction into integrated public relations and owned-channel strategies.
- Strong knowledge of media relations, destination storytelling, content production, website content, SEO, GEO, social media, and email marketing.

- Ability to assess and improve agency recommendations, content, media opportunities, plans, and reporting.
- Excellent writing, editing, briefing, presentation, storytelling, and relationship-management skills.
- Strong leadership, coaching, project management, organizational, and accountability skills.
- Analytical and digital fluency, with the ability to use insights and channel performance to guide decisions.
- Knowledge of CMS, email marketing, social publishing, project management and analytics platforms.
- Experience in tourism, destination marketing, hospitality, media, or a related sector is an asset.
- Demonstrated ability to evaluate and responsibly use emerging technologies, including AI-enabled tools, to enhance productivity, content effectiveness and decision-making while maintaining quality, privacy and brand standards.

CORE COMPETENCIES

- **Action-oriented** - Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.
- **Collaborates** - Building partnerships and working collaboratively with others to meet shared objectives.
- **Ensures accountability** - Holding self and others accountable to meet commitments.
- **Plans and aligns** - Planning and prioritizing work to meet commitments aligned with organizational goals.

LEADERSHIP COMPETENCIES

- **Decision quality** - Making good and timely decisions that keep the organization moving forward.
- **Instils trust** - Gaining the confidence and trust of others through honesty, integrity, and authenticity.
- **Balances stakeholders** - Anticipating and balancing the needs of multiple stakeholders.
- **Drives vision and purpose** - Painting a compelling picture of the vision and strategy that motivates others to action.
- **Builds effective teams** - Building strong-identity teams that apply their diverse skills and perspectives to achieve common goals.

Duties and responsibilities may be modified from time to time to meet organizational needs, provided such changes remain consistent with the overall nature and scope of the position