



Requires the Services of a:
Digital Content Coordinator
(on contract)

JOB PURPOSE

Reporting to the Digital Marketing Specialist, the Digital Content Coordinator will implement strategic support in coordinating and executing the organization's digital marketing campaigns.

KEY DUTIES

The Digital Content Coordinator will provide operational support related to the digital marketing which includes:

1. Coordinating and publishing digital marketing campaigns under the oversight of the Research, Strategy and Marketing department
2. Liaising and coordinating with necessary internal and external stakeholders to support digital marketing efforts
3. Scheduling, coordinating, updating and posting content on the approved digital marketing channels inclusive of social media channels, newsletter and Destination website
4. Utilizing the vetted database and content banks of Destination information, images and videos
5. Updating digital content banks and databases with content created, managed and facilitated by the Research, Strategy and Marketing department
6. Responding to queries and comments on the approved digital marketing channels, and forwarding requests to the necessary persons for feedback
7. Providing support for the Digital Marketing Specialist related to research and data-sourcing for content creation for digital marketing campaigns
8. Following the approved brand guidelines and recommended formats for digital marketing campaigns
9. Coordinating request forms for digital content requests

QUALIFICATIONS AND EXPERIENCE

- At least (1) year of experience in digital marketing specific to tourism and/or Destination marketing
- At least (1) year of experience in publishing social media posts for state entities or government bodies
- At least (3) years of experience in OneDrive, Microsoft Office
- At least (1) year experience in graphic design on Canva
- At least (1) year experience in coordinating tourism campaigns with stakeholders, partners and influencers
- At least (1) year experience in compiling research and data related to tourism for sharing with internal and external stakeholders
- An understanding of social media platforms, including TikTok, Facebook, Instagram and YouTube, and the best practices as it relates to formats
- An understanding of platforms such including YouTube, LinkedIn, Facebook/Instagram (Reels and Stories) and TikTok

- Experience and understanding of scheduling and planning content on Sprout Social and social media platforms
- An understanding of WordPress
- Creating video content related to Destination and tourism marketing would be considered an asset
- Tourism marketing and communication.
- Creative and innovative.
- Ability to build meaningful relationships at all levels.
- Ability to present the Destination in a creative manner.
- Problem-solving, analytical, and business judgment skills.
- Well-organized and detailed-oriented.

REPORTING RELATIONSHIPS

Reports to the Digital Marketing Specialist.

If you meet the above requirements for this opportunity and wish to be considered, kindly email your cover letter and resume to recruitment@visittrinidad.co.tt

Cover Letter must be addressed to:

Manager, Corporate Services

Tourism Trinidad Limited

Level 18, Tower D

International Waterfront Centre

1A Wrightson Road

Port of Spain.

Kindly note that only shortlisted applicants will be contacted.

Deadline for submission of applications is October 25, 2024.