



Media & Communications Specialist

Organization Overview

Columbia Valley Tourism is the destination marketing and management organization representing the Columbia Valley, including Invermere, Radium Hot Springs, Panorama, Fairmont Hot Springs and the surrounding region.

Our role is to promote the Columbia Valley as a year-round destination, support a strong visitor economy and work collaboratively with tourism businesses, communities and partners to enhance the visitor experience.

The ideal candidate is a versatile communications professional with strong writing and storytelling skills, media or public relations experience, and the ability to manage multiple priorities independently. They enjoy hands-on and collaborative work, building relationships, finding compelling stories and working across a broad range of organizational initiatives.

Position Description

Reporting directly to the Executive Director, the Communications Specialist works within the Marketing & Communications portfolio to develop clear, engaging and consistent communications for a variety of audiences and channels. The position supports organizational storytelling, media relations, partner communications and key initiatives, while ensuring communications align with Columbia Valley Tourism's brands and priorities.

This position is full time 18 month (maternity leave) contract based out of our offices in Radium Hot Springs.

Key Responsibilities

Communications & Content

- Develop and deliver a range of organizational communications and content in collaboration with the Executive Director and internal team.
- Draft and edit materials including media releases, key messages, newsletters, presentations, partner updates, website content, briefing materials and organizational reports.
- Develop and maintain communications plans and content calendars for organizational initiatives, campaigns and key seasonal priorities.
- Assist with developing content for plans, reports, presentations and other organizational materials as needed.

- Help communicate tourism insights, organizational activities and results in an accessible and engaging way.

Media Relations

- Draft media releases, statements, key messages and other media materials.
- Monitor media coverage, emerging issues and opportunities relevant to the organization and region.
- Build and maintain positive relationships with media and communications partners.
- Identify and pursue relevant media opportunities, including story development, media pitches, interview coordination and preparation of spokespeople.

Stakeholder & Organizational Communications

- Develop partner and stakeholder communications, including updates, background materials and key messages.
- Support communications related to industry engagement, destination development and organizational priorities.
- Support timely communications during emerging issues, incidents or other situations that may affect visitors, residents, tourism businesses or the organization's reputation.

Marketing

- Provide hands-on marketing communications support across Columbia Valley Tourism's digital channels, ensuring content is timely, engaging and aligned with brand and organizational priorities.
- Support consumer newsletters and social media content as needed, including content planning, copywriting, scheduling, campaign support and coordination with the broader marketing team.
- Support external communications and promotional initiatives, including campaigns, announcements, media opportunities, partner communications and other public-facing communications as required.

Qualifications

- Degree or diploma in communications, public relations, journalism, marketing or a related field, or an equivalent combination of education and experience.
- 3–5+ years of experience in communications, media relations, public relations or a related field.
- Exceptional writing, editing and proofreading skills, with the ability to adapt messaging for different audiences and channels.
- Demonstrated experience in media relations, including drafting media materials and coordinating media opportunities.

- Highly organized, adaptable and comfortable managing multiple projects and priorities independently.
- Strong interpersonal skills and the ability to build positive relationships with colleagues, partners and external stakeholders.
- Experience with digital communications tools and content management platforms.
- Experience with video editing, photography and/or social media content creation is an asset.
- Experience in tourism, destination marketing, economic development, government or community organizations is an asset.
- Familiarity with the Columbia Valley and its tourism industry is an asset.

Salary Range: \$62,000 – 65,000

To apply: Please forward a cover letter and resume to jessica@travelcolumbiavalley.com with the subject line: **Media & Communications Specialist.**

We thank all applicants for their interest in this position. Only shortlisted candidates will be contacted for an interview.