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Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka,  
Parry Sound & South Algonquin  
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## EXPRESSION OF INTEREST: Marketing Communications Specialist

Established in 2010, Explorers' Edge (EE) is one of thirteen Regional Tourism Organizations (RTOs) representing stakeholders in the geographic areas of Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound and South Algonquin, Canada.

In 2018, EE undertook a massive **Product Development Research & Framework** study, which determined that an 'intangible gap' for the organization, for the industry, and for the natural product (the region's main draw) is sustainability. Since that study was released, sustainable development is no longer considered by mass populations as a niche or "environmental" concept, but instead it is now universally acknowledged as an important strategic approach that can help the region (and global industry) to recover and rebuild. Therefore, by infusing sustainability principles with solid and innovative tourism business strategies, RTO12 has turned the corporate ship once more to entrench "regenerative tourism development" as the primary organizational direction to ensure the survival, recovery and longevity of our regional industry.

In 2021 Explorers' Edge embarked on a new mission to become a leading Destination Development Organization in Canada to create sustainability for all regional stakeholders (including tourism SMEs, employees and residents) by implementing initiatives that consider economic, social, cultural and environmental impact, in order to ensure our communities will thrive well into the future and regardless of economic or natural disasters (i.e. flooding, wildfires, etc.) that may occur.

***Explorers' Edge is seeking an EOI from an individual to fulfil the role of Marketing Communications Specialist. This is a short-term contract until the end of the RTO's fiscal year (March 31, 2022) with the possibility of a contract extension.***

Reporting to the Senior Director, Regenerative Tourism Development & Communications, this role will perform the following functions within the organization:

- Develop content (copy/photos) for promotion to hyper local, domestic and international audiences for social marketing
- Identify potential content stories from across the region pertinent to the RTO's identified segmentation and Key Tourism Activities (see 2021-2022 Business & Operational Plan)
- Assist with content strategy for lead nurturing (email marketing)
- Assist with media outreach and media events when necessary

**Requirements:**

- 3-5 years experience in a content development role that resulted in successful conversions along the purchase funnel depending on the CTA
- Proven ability to do stakeholder outreach and communications to attract participants and ensure engagement
- Demonstrated knowledge of the RTO12 region (Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound, South Algonquin)
- Demonstrated knowledge of the RTO model and RTO12 programs-to-date including the Regenerative Tourism Strategy/2021-2022 Business & Operational Plan
- Ability to work primarily at home with periodic in-office sessions in Bracebridge, ON
- Ability to travel across the region (mileage will be compensated) to meet with and to interview multiple stakeholders for story development
- Experience working in the tourism or travel industry preferred

**Explorers' Edge invites those whose experience fits the requirements to submit an Expression of Interest (EOI) for the short-term contract position of Marketing Communications Specialist**

**Please forward your EOI to Executive Director James Murphy by Monday, November 22: email [james@explorersedge.ca](mailto:james@explorersedge.ca). Further questions regarding this position can also be sent to James Murphy.**

Please Note: Submitting a reply to Explorers' Edge does not automatically guarantee that your company will be receiving future correspondence during the process.