



## **Job Title: Content and Social Media Specialist**

**Are you a creative storyteller with a passion for content and place?** Join our small, collaborative team at RTO3–Hamilton Halton Brant and help bring one of Ontario’s most vibrant tourism regions to life through compelling content for both visitors and industry partners.

### **Who We Are**

The Hamilton Halton Brant Regional Tourism Association (RTO3) is a non-profit organization funded by the Province of Ontario, focused on increasing visitation and tourism revenue in one of Ontario’s most diverse and experience-rich regions. Our destination includes Hamilton, Halton (Burlington, Oakville, Milton, Halton Hills), Brant (Brantford and the County of Brant), Six Nations of the Grand River, and the Mississaugas of the Credit First Nation. We work closely with DMOs, Destination Ontario, tourism operators, and partners to tell the region’s story and support sustainable tourism growth.

### **About the Role**

We’re looking for a creative and detail-oriented content specialist to support both consumer-facing marketing and industry communications. You’ll help craft stories that inspire travel and share timely updates with tourism partners. From blog posts and social media to email marketing and stakeholder reports, you’ll create and manage content that reflects the vibrancy of the region and the strength of the tourism network behind it.

### **What You’ll Do**

- Create audience-first content—written stories, graphics, photos, user-generated content, and shortform video—for web, email, social, and paid campaigns
- Plan and manage content calendars aligned with seasonal marketing priorities
- Collaborate with tourism operators and DMOs to source regional content
- Maintain and update the consumer website with fresh, engaging destination content
- Build and deliver email campaigns for both visitor inspiration and industry engagement
- Support paid and cooperative campaign execution
- Monitor and respond to social media engagement in a timely, brand-aligned voice
- Track and analyze content performance to inform future strategy
- Assist in developing industry-facing materials like newsletters and annual reports
- Keep projects on track using content planning tools and workflows
- Maintain digital asset libraries and manage CMS, email, and analytics platforms
- Stay current on trends and tools in content and destination marketing

## What You Bring to the Role

- 2+ years of experience in content creation, storytelling, and social media
- Excellent writing, editing, and research skills
- A self-starting, creative mindset with strong attention to detail
- Experience managing content across web, social, and email platforms
- Familiarity with CMS, email tools, and basic graphics/photo/video editing
- Ability to track performance metrics and apply insights
- Strong communication and collaboration skills
- Bonus: Background in tourism, destination marketing, or nonprofit work

## The Details

- **Salary:** \$50,000 – \$55,000 annually
- **Benefits:** Competitive health & wellness package
- **Location:** Hybrid role based in the Hamilton Halton Brant region
- **Travel:** Occasional travel within the region for meetings, events, and content gathering

**Please note:** While this role is hybrid, the successful candidate will be expected to work primarily from the office during the initial onboarding, orientation, and training period (approximately the first 3 months). Following that period, the role will transition to a more flexible hybrid model.

## How to Apply

If you're passionate about content, excited about tourism, and ready to help showcase the stories of Hamilton Halton Brant, we'd love to hear from you.

Please submit your resume, a short cover letter and 1–2 samples of your content work to the attention of Maria Fortunato, Executive Director at [info@theheartofontario.com](mailto:info@theheartofontario.com) by Wednesday, April 9, 2025 (5pm). Only shortlisted candidates will be contacted.