



Travel Manitoba is a Crown Corporation responsible for stimulating innovative, sustainable tourism growth in Manitoba's \$1.89 billion tourism industry. In partnership with the tourism industry, Travel Manitoba is responsible for tourism marketing, visitor information services, research, and public information. We are looking for a highly motivated individual to join our team.

## **Position Title**

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# **Permanent Full Time – Coordinator, Marketing - Digital**

## **Position Summary**

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Reporting to the Director, Marketing, the Coordinator, Marketing - Digital is responsible for developing high-quality, results-driven copy that supports Travel Manitoba's marketing, trade, partnership and campaign initiatives. This role serves as a central creative writing resource within the Marketing team, crafting compelling headlines, persuasive sales copy, creating advertisements and longer-form, brand-aligned landing pages and articles tailored to diverse audiences and platforms.

Grounded in creativity and informed by evolving digital best practices, the Coordinator ensures that all writing is optimized for both search engine optimization (SEO) and emerging generative search optimization (GEO) strategies. This role maintains a consistent brand voice and strong storytelling approach while collaborating closely with the Marketing team and internal stakeholders to support integrated campaigns across channels and platforms.

## Position Overview

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### **Creative Copy Development**

- Develops clear, engaging and brand-aligned copy based on creative direction and project input, including headlines, taglines, body copy, and calls-to-action for integrated marketing campaigns.
- Writes advertising copy for digital and traditional channels, including social media ads, website banner ads, and promotional materials for print and radio campaigns, in alignment with brand and campaign objectives.
- Produces sponsored content copy, including articles and advertorial-style pieces, for joint marketing agreements and third-party publisher partnerships.
- Writes clear, persuasive and informative copy that supports Travel Manitoba's Travel Trade and Travel media initiatives, including quarterly e-newsletters, partner communications, presentations, and promotional materials.
- Supports the Hunt Fish team to refine copy for clarity, consistency, and alignment with Search Engine Optimization (SEO) and Generative Engine Optimization (GEO) best practices.

### **Search-Informed Writing (SEO & GEO)**

- Applies SEO and GEO strategies to improve discoverability, relevance, and performance of content across digital platforms.
- Optimizes content for search intent while maintaining creativity, readability, and brand voice.
- Collaborates with the Digital Marketing team to stay informed about evolving search trends, tools, and best practices, integrating insights into written materials.

### **Collaboration & Stakeholder Support**

- Partners with the Director and Vice President of Marketing to translate strategic objectives into compelling written content.
- Works collaboratively within the Marketing team as well as external partners to ensure consistency with marketing objectives.
- Reviews and refines written materials from internal or external contributors to maintain brand alignment and quality, project requirements, and editorial standards.

### **Brand Voice & Quality Control**

- Applies editorial best practices to ensure all content consistently reflects Travel Manitoba's brand voice, communication objectives, values, and messaging standards.
- Maintains a high standard of accuracy, detail, and editorial integrity across all materials. Adjusts tone, style, and messaging to suit different audiences, markets, as well as channels and platforms while maintaining consistency and clarity.

## Other Responsibilities

- Undertakes other related duties as required to support the division's/organization's objectives

## Qualifications

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- Completion of post-secondary education in communications, journalism, marketing, creative writing, or a related discipline.
- Minimum two (2) years professional writing experience in a marketing, advertising, tourism, digital, public sector, or comparable environment.
- A combination of related education, training, and directly related experience that demonstrates the ability to perform the key responsibilities of the position will also be considered.
- Demonstrated ability to write clear, compelling, and audience-focused copy across multiple formats and platforms, including short-form promotional content and longer-form written materials.
- Experience writing content for digital and print formats, including emails, web, presentations, and promotional materials.
- Demonstrated ability to interpret creative direction and project input and translate it into clear and effective written materials.
- Working knowledge of search engine optimization (SEO) best practices as they relate to written content, and a general understanding of emerging generative search and AI-influenced content practices
- Experience working with digital marketing, campaign, or content-focused teams (or collaborators) to support shared objectives and timelines.
- Demonstrated strong organizational skills, with the ability to manage multiple writing projects and meet deadlines.
- Demonstrated strong written and verbal communication skills and the ability to communicate clearly and respectfully with colleagues and partners.
- Ability to work independently on assigned tasks, while contributing effectively within a collaborative team environment.
- Proficiency with Microsoft Office applications (Excel, Word, PowerPoint).
- Knowledge of Manitoba's tourism products, experiences, and industry is considered an asset.
- Bilingualism (English/French) is considered an asset.

**Conditions of Employment:**

Must be legally entitled to work in Canada.

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- Salary: **\$53,420 - \$73,109**
  - Closing Date: **February 9, 2026**

Travel Manitoba is committed to creating and maintaining a skilled, diverse, and inclusive workplace. Candidates are encouraged to self-identify as a member of one or more employment-equity designated groups in their application. We invite applicants from Indigenous, Black, and racialized communities, women, persons with disabilities, and members of 2SLGBTQIA+ communities. We also welcome applications from non-Canadians who are eligible to work in Canada.

Travel Manitoba provides workplace accommodation for employees with temporary/permanent disabilities. Accessible accommodation throughout the selection process is available upon request.

**Apply in writing to:**

Email: [hr@travelmanitoba.com](mailto:hr@travelmanitoba.com)

Travel Manitoba  
21 Forks Market Road  
Winnipeg, MB R3C 4T7  
FX 1-204-927-7828

***We thank all who apply and advise that only those selected for an interview will be contacted.***