



Travel Manitoba is a Crown Corporation under provincial legislation that leads and stimulates sustainable tourism growth in Manitoba's \$1.82 billion tourism industry. In partnership with the tourism industry, the agency is responsible for tourism marketing, visitor information services, research and public information.

**Position Title:**

Term Full-Time Specialist, Communications (15 Month Term)

**Position Summary**

Reporting to the Vice-President, Communications & Strategic Engagement, the Communications Specialist plays a key role in advancing the organization's communications plans. This position is responsible for creating clear, engaging, and audience-appropriate messaging that meets both corporate and consumer needs. The role includes writing, editing and producing communication materials, coordinating media and stakeholder activities, and managing photo and video projects.

**Position Overview**

- Supports the implementation of the organization's annual communications plan and develops plans and tactics to support specific corporate projects and initiatives.
- Manages quarterly media reporting, assessing the impact of proactive and reactive earned media activities.
- Serves as a spokesperson and a media contact for Travel Manitoba, coordinating timely and accurate responses to media inquiries.
- Leads the planning and delivery of media events and assists with the planning and delivery of other strategic stakeholder events as required.
- Plans, researches, writes, edits, proofs, and fact checks a wide range of marketing and communications materials.
- Conveys Travel Manitoba's story effectively across multiple platforms.
- Contributes to proactive issues management.
- Manages the development and production of the organization's consumer travel publication, including copywriting and editing, and develops direct mail marketing materials to support other marketing objectives.
- Produces high-quality writing and copyediting, ensuring communication and marketing materials are clear, accurate, and aligned with brand standards.
- Partners with the Senior Graphic Designer and Asset & Design Coordinators to manage and deliver design requests.
- Manages project timelines and assigned budgets to ensure all assigned projects are delivered on time and within budget.
- Contributes to the organization's digital asset management strategy, overseeing photography and video assets, licensing agreements, and identifying asset gaps, while planning and coordinating projects to address those gaps.
- Prepares presentations and speaking notes for Executive Management, as required.
- Leads, supports, and contributes to organizational initiatives as required.
- Provides backup support to the other Communications Specialist.
- Performs other related duties, as required.

## **Qualifications**

- Completion of post-secondary education in communications, public relations or journalism. An equivalent combination of education and directly related experience will also be considered.
- Minimum of five years' progressive experience in communications, public relations, media relations or a closely related area.
- Demonstrated ability to produce clear, accurate, and engaging written and verbal communications, tailored for diverse audiences and platforms.
- Strong interpersonal and relationship-building skills, with proven ability to work collaboratively across teams and with external stakeholders.
- Experience developing communication materials, including media advisories, news releases, and pitches.
- Experience planning and coordinating media events or stakeholder engagement activities.
- High attention to detail and accuracy in all communications.
- Strong organizational and time management skills, with the ability to manage multiple priorities and meet deadlines.
- Familiarity with creative disciplines such as video production, event support, or audio/visual communications is an asset.
- Familiarity with design and content tools (e.g. Adobe Creative Suite, Canva).
- Knowledge of the tourism industry, including current issues and opportunities.
- Bilingualism (English/French) or proficiency in additional languages.
- A valid Manitoba driver's license and ability to travel occasionally, if required.

**Salary: \$68,538 - \$93,800**

**Closing Date: September 5, 2025**

*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 accommodations for employees with temporary/permanent disabilities. Accessible accommodation throughout the selection process is available upon request.*

### **Apply in writing to:**

Travel Manitoba  
21 Forks Market Road  
Winnipeg, MB R3C 4T7  
FX 1.204.927.7828  
Email: [jmallare@travelmanitoba.com](mailto:jmallare@travelmanitoba.com)

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