

Position Title

**Term Full Time Team Lead, Marketing-Content
(15-Month Maternity Leave Coverage)**

About the Role

Support the development and delivery of engaging content that connects audiences to Manitoba and fosters collaboration across teams.

Travel Manitoba is seeking a detail-oriented and collaborative professional to join our team as a Team Lead, Marketing – Content (15-month maternity leave coverage). This role supports the delivery of strategic content marketing initiatives by managing editorial planning, coordinating team activities, and contributing directly to high-quality, audience-focused content. Acting as a central point of support for the content team, the Team Lead ensures workflows remain efficient, outputs align with our brand voice, and collaboration thrives across internal and external partners – all while contributing to an inclusive, creative, and accountable team culture.

What You'll Do

Team Leadership and Support

- Acts as a peer resource to the content team, supporting day-to-day coordination of deliverables, addressing questions, and ensuring alignment with schedules and plans.
- Leads or co-leads recurring Marketing team meetings.
- Provides guidance, collaboration support, and informal mentorship to team members.
- Fosters a culture of creativity, inclusion, and shared accountability within the team.
- Assists the Director in workload planning, timeline tracking, and team coordination.
- Contributes observations related to team performance, workload capacity, and development opportunities to support staff growth.
- Participates in recruitment activities and assists with the training of new staff as required.
- Collaborates with the digital lead to bring forward insights and implementation strategies that help advance content marketing plan goals and objectives.

Content Creation, Coordination and Development

- Supports editorial direction that reflects the division's strategic content objectives, marketing strategy, and seasonal campaign priorities.
- Manages content calendar and facilitates content planning sessions.
- Creates content for social, blogs and the website.
- Ensures timely high-quality content deliverables by coordinating with team members and aligning with internal workflows.
- Monitors content trends and support recommendations to increase reach and engagement.
- Bring forward relevant, inclusive, and trend-informed content ideas to inform editorial direction.
- Collaborates with the digital team on website content creation and alignment with digital strategy.
- Supports partnership-related content planning and fulfilment, including the identification of benchmarks and tracking expenditures using reporting tools.
- Leads the management and coordination of local content creator network/program (for marketing campaign related and TMB channel content creation).
- Manages Media buy content marketing briefs and oversees the execution of media buy deliverables and timelines.
- Works with the Director on content related action plans and supports rollout of content strategies and action plans across the team.
- Reviews key performance indicators (KPIs) (e.g. blog traffic, social engagement, campaign reach, etc.) with the Director to inform strategy and future planning.
- Collaborates with HuntFish team to provide guidance on evolving content approaches and platform-specific best practices, such as maximizing engagement on Instagram.

Operational Alignment and Process Improvement

- Acts as a liaison between the Director and team to support communication and implementation of priorities.
- Identifies and recommends improvements to streamline workflow, production, and review cycles.
- Collaborates with Communications to maintain content guidelines and editorial frameworks.
- Assists with evaluating content tools and workflow enhancements in partnership with the Senior Specialist, Digital Experience.

- Tracks and processes content-related expenses, including coding, forecasting and reporting.
- Manages content team use of Monday.com, including updating campaigns, providing team support, and ensuring team consistency in tool usage.

Other

- Performs other related duties as assigned to support the success of the Marketing team function and broader organizational goals.
- Contribute to new initiatives, strategic projects, and emerging priorities that reflect the evolving scope of content operations.

What You Bring

You bring at least six years of progressive experience in content marketing, communications, or digital media, including experience coordinating projects and supporting teams. You are a thoughtful communicator and creative thinker with a proven ability to deliver engaging, multi-platform content that aligns with organizational goals and brand voice. Your approach is collaborative and inclusive, helping keep priorities and workflows aligned while contributing positively to team culture. You are adaptable, detail-oriented, and able to balance hands-on content creation with coordination and support of team activities. Experience with tourism-focused content, bilingualism (English and French), and proficiency with content management and workflow tools are considered assets you may also bring to the role.

Qualifications

- Post-secondary education in marketing, communications, journalism, or a related field; or an equivalent combination of education and experience.
- Minimum six (6) years of progressive experience in content marketing, strategic communications, or digital media, including experience coordinating projects and supporting team operations.
- Strong writing, editing, and content strategy skills across digital, social, and print platform.
- Demonstrated ability to manage multiple priorities with excellent organizational and time management skills.
- Effective interpersonal and communication skills, with the ability to foster collaboration and contribute positively to team culture.
- Experience working in a fast-paced, creative, multi-disciplinary environment and with

internal and external stakeholders.

- Knowledge of media communications approaches, multi-platform content strategies, and emerging industry trends.
- Proficiency with content management systems, workflow and collaboration tools (e.g. Monday.com), and Microsoft Office Suite.
- Ability to travel and work non-traditional hours is required.
- Current valid Manitoba driver's license and fully vaccinated against COVID-19.
- Bilingualism (English and French) is considered an asset.

• **Job #TMB2511**

• **Salary: \$74,584–\$102,077**

• **Closing Date: July 16, 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.

How to Apply:

Bring your creativity, organizational skills, and collaborative energy to Travel Manitoba and help showcase Manitoba as a vibrant, must-visit, four-season destination!

Travel Manitoba

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Email: hr@travelmanitoba.com

We thank all who apply and advise that only those selected for further consideration will be contacted.

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