

**Job Title:** Marketing Manager

**Company:** Hope Business and Development Society (AdvantageHOPE)

**Location:** Hope, British Columbia.

**Salary:** 70K – 80K (Subject to experience)

**Status:** Full Time

**Schedule:** Hybrid (Flexible work hours/schedule)

**Targeted Start Date:** June 1, 2025

**Closing Date:** Open Until Filled

**Job Description:**

AdvantageHOPE is seeking a dynamic and experienced Marketing Manager to lead our marketing efforts and help shape the future of our community. This is a senior-level role for a strategic thinker with a strong background in marketing, stakeholder relations, and destination development. As the Marketing Manager, you will play a critical role in advancing AdvantageHOPE's mission by driving brand awareness, enhancing stakeholder engagement, and executing innovative, high-impact marketing strategies. This leadership position is ideal for a results-driven professional with a proven track record in managing and delivering successful marketing initiatives.

**Responsibilities:**

- Develop and implement comprehensive marketing strategies aligned with organizational goals and community development priorities.
- Plan, execute, and manage multi-channel marketing campaigns that elevate brand visibility and engage key stakeholders.
- Oversee the effective delivery of destination development and marketing initiatives.
- Foster strong collaboration with local, regional, and provincial partners and stakeholders.

- Ensure consistency and integrity of AdvantageHOPE's brand identity across all platforms.
- Design and administer programs to attract business investment and promote economic growth.
- Develop and maintain current socio-economic and business profiles to support commercial development.
- Monitor and maintain the organization's financial health, ensuring responsible budget management.
- Identify and secure grants and other funding opportunities through successful proposal development.
- Cultivate and maintain strategic partnerships with marketing and tourism partners.
- Prepare and present comprehensive monthly and annual reports to the Board of Directors, District of Hope, and other stakeholders.
- Serve as a key liaison between the organization and the Board, District staff, and community stakeholders.
- Participate in and support long-term strategic planning initiatives.

**Desired Qualifications:**

- Bachelor's degree in Marketing, Business, or a related field. Master's degree is a plus.
- Proven experience as a Marketing Manager or in a similar role.
- Demonstrated success in developing and implementing marketing strategies.
- Exceptional written and verbal communication skills.
- Experience in grant/proposal writing.
- Experience in the BC tourism industry and economic development.
- Strong interpersonal skills.
- Excellent organizational skills.
- Knowledge of governing Board of Directors organizational model.
- Knowledge of the Hope, Cascades and Canyons tourism region.
- Event planning and management experience.
- Microsoft Office proficiency.
- Valid BC driver's license and access to personal vehicle.

- Ability to deal with diverse groups of people and interests.
- Standard working hours of 40 hours per week (may vary).

If you are a motivated individual with a passion for tourism and economic development, we encourage you to apply for this exciting opportunity.

To apply, please send your resume and cover letter to [boardchair@hopebc.ca](mailto:boardchair@hopebc.ca)