

Do you have a passion for Bermuda and a flair for photography and video production?

The Bermuda Tourism Authority (BTA) has an exciting opportunity for an experienced **Content Specialist** to join the team.

Based in Bermuda and reporting to the Director of Public Relations & Content Development, the successful candidate will engage with local tourism industry partners to encourage content development and distribution across priority channels and will be responsible for improving the usability, content and conversion of sales through content development, execution and distribution across all relevant channels (internal and external).

Duties and responsibilities are varied and include:

- Serving as the staff photographer
- Scheduling and producing video projects as needed
- Spearheading local industry education and training events, approximately six annually using a combination of educational seminars, webinars and networking events, focusing on Google Destinations, TripAdvisor, gotobermuda.com and other channels
- Participating in the cross-functional BTA CRM task force to help maintain timely, accurate and uniform documentation of partner records in the CRM system
- Proactively canvassing Bermuda for new tourism businesses, activities and contacts for CRM to ensure comprehensive representation on website and other channels
- Communicating with BTA partners on a regular basis to ensure timely and accurate data is available for use in the CRM; for use on gotobermuda.com and other channels
- Ability to write and edit website content in coordination with the Director of Public Relations & Content Development
- Assisting the PR Projects Manager in planning itineraries - hosting press trips and travel writers as needed
- Assisting with other administrative duties related to public relations and content development
- Advocating on behalf of the BTA brand with external stakeholders and meeting professionals across all communications channels and vehicles
- Having a keen understanding of the BTA mission, vision and goals and the National Tourism Plan, including key initiatives, quick wins and timelines
- A complete commitment to the goals and mission of BTA
- Representing the BTA professionally at company and client sponsored events
- Establishing and maintaining productive working relationships with BTA partners and stakeholders
- Perform other related duties, special projects and assignments as required

Requirements for this opportunity are:

- A Bachelor's Degree (with a concentration in photography, marketing, public relations, journalism or communications) required
- 1-3 year hospitality, tourism, marketing or restaurant experience preferred
- Familiarity with the Adobe suite of design products
- Highly skilled utilizing cameras, camera equipment, video/photo editing software, and basic design platforms with a good sense of visual composition and perspective
- Working knowledge of Microsoft Office products, including PowerPoint, Excel, Word and the ability to quickly learn industry related software
- Simpleview or other CRM system management experience preferred
- Excellent verbal, written and proofreading skills.
- Proficiency with creating content for social media channels such as Facebook, Twitter, and Instagram
- Proven experience successfully managing multiple projects in a fast-paced environment
- The physical ability to move equipment and/or lift boxes/items weighing up to 25 lbs
- A clean driver's license essential
- Demonstrated ability to convey a sense of urgency, openness to new ideas and the ability to operate in a culture of inclusion & diversity, integrity, customer focus, and respect
- The willingness and availability to work evenings and weekends as required

Interested?

Please forward a cover letter and resume no later than **February 9th 2018** to:

Performance Solutions Limited
Ref: Bermuda Tourism Authority
Suite 350, 48 Par la Ville Road, Hamilton HM 11
Email: hr@psolutions.bm Phone: 441-232-5270