

# BERMUDA

## TOURISM AUTHORITY

The Bermuda Tourism Authority (BTA) is looking for a Visual Content Specialist – Bermuda.

With responsibilities in Bermuda and reporting to the Director of Public Relations & Content Development, the successful candidate will be responsible for improving the usability, content and conversion of BTA sales and marketing through content development, execution and management efforts, working according to a coordinated editorial calendar to shoot, edit and distribute content across all relevant channels (internal and external), and engaging with tourism industry partners to encourage content development and distribution across priority channels.

### **Duties and responsibilities are varied and include:**

- Serving as staff photographer
- Scheduling and producing video projects, as needed
- Spearheading local industry education and training events—aiming to host six interactions annually (combination of educational seminars, webinars and networking events) focusing on Google Destinations, TripAdvisor, gotobermuda.com and other channels
- Participating in cross-functional BTA CRM taskforce to help maintain timely, accurate and uniform documentation of partner records in 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 regular basis to ensure timely and accurate data is available for use in CRM, for use on gotobermuda.com and other channels
- Writing and editing website content in coordination with Director of Public Relations & Content Development
- Assisting 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
- Demonstrating a complete commitment to BTA goals and mission
- Representing BTA professionally at company- and client-sponsored events
- Establishing and maintaining productive working relationships with BTA partners and stakeholders
- Performing other related duties, special projects and assignments as required

### **The successful candidate must possess:**

- Bachelor's degree (with concentration in photography, marketing, public relations, journalism or communications) required
- 3–5 years of hospitality, tourism, marketing or restaurant experience preferred
- Familiarity with Adobe suite of design products
- Highly skilled and experienced in using cameras, camera equipment, video/photo-editing software, and basic design platforms
- Good sense of visual composition and perspective
- Working knowledge of Microsoft Office software products, including PowerPoint, Excel, Word, along with ability to quickly learn industry-related software
- Excellent verbal, written and proof-reading skills
- Proficient with creating content for social-media channels such as Facebook, Twitter, and Instagram
- Proven experience successfully managing multiple projects in a fast-paced environment
- Simpleview or other CRM system-management experience preferred
- Demonstrated ability to convey sense of urgency, openness to new ideas, inclusion & diversity, integrity, customer focus, and respect
- Requires sitting, standing, walking, and bending
- Requires moving equipment and/or lifting boxes/items weighing up to 25 lbs
- Clean driver's licence essential

We invite applications online at [gotobermuda.com/careers](https://gotobermuda.com/careers).

Applications for this position must be received no later than **March 6, 2020**.