

The Indigenous Tourism Association of Canada (ITAC) is seeking a **Copywriter** to join their Marketing Team.

The Copywriter is well-versed in industry trends and is responsible to create effective marketing campaigns that inspires members to connect with ITAC and the ITAC programs. The Copywriter will create and post written content to social media pages and websites, among other avenues in promotion of ITAC and will also develop compelling content for email campaigns, advertisements, and blog posts that aligns to ITAC's strategy and marketing initiatives.

This position has the option to be remote across Canada, or work in the Vancouver offices.

Responsibilities include (but are not limited to):

- Create copy for ITAC websites, social media platforms, emails, ad campaigns, and more
- Develop and implement creative marketing and communication strategies in coordination with marketing
- Edit and proof work to ensure high editorial standards are met across all content outputs
- Collaborate with creative, product, marketing, and legal to assess project needs and help with messaging
- Develop and implement brand guidelines
- Ensure copy aligns to brand standards and ITAC's strategy and marketing initiatives
- Boost SEO traffic to the ITAC website for optimal online visibility
- Collaborate with internal teams, contributing ideas and expertise

Education:

- University degree or college diploma in English, marketing, advertising, or a related field

Relevant experience

- Extensive knowledge of ITAC Operations and Indigenous communities, businesses and similar organizations across Canada is a strong asset
- Experience producing copy for marketing campaigns
- Able to interpret information and conduct research, if needed
- Detail-oriented, with the ability to spot errors
- Proficient in Microsoft Office, word processing, and CMS
- Demonstrated expertise in writing compelling and creative copy for the necessary medium
- Bi-lingual French/English is a strong asset
- Comfortable working independently with little direction under tight deadlines
- Strong attention to detail

Some travel may be required with this position

To apply to this position please respond by email to the Chemistry Consulting Group at HR@chemistryconsulting.ca with the following position title in the subject line "ITAC Copywriter",

and your full name. Please provide a cover letter and resume outlining your experience, qualifications, and salary expectations.

We thank all those who apply, however, only those shortlisted will be contacted for an interview. Please no phone calls.