



Position Title: Communications Manager (Full-time position)

Reports To: President

Department: Member Services

Submit resume and cover letter to: info@bluemountainvillage.ca

Job Overview:

Blue Mountain Village Association (BMVA) is an award-winning destination marketing and management organization recognized as a leader in the tourism industry. The role of the Communications Manager is to support strategic priorities, strengthen communications and relationships with BMVA members and stakeholders, and improve BMVA services.

Responsibilities for Communications Manager:

1) Develop and lead annual member and stakeholder communications plan, including:

- Cultivate relationships with key segments, including commercial operators, residential property owners, lodging unit owners, resort operators, local government, and key community groups.
- Set projects, objectives and measures that strengthen relationships with members and increase participation/use of member programs and services, including: marketing, events, member discount program, VIP experiences, etc.
- Support departmental teams and create engaging communications for BMVA's key operational offerings (marketing, events, facilities, advocacy/municipal relations, economic development) with a goal to increase engagement and communications to achieve elevated operational results or enhanced experiences.
- Develop ongoing communication plans and engaging communication on multiple platforms to increase the use of key channels: member portal, e-mail/newsletter, media releases, virtual and in-person meetings, member app, etc.
- Facilitate standing and ad-hoc committees to increase member and stakeholder communication and address emerging issues
- Implement service optimization as well as new program/service development, etc.

2) Collaborate with the membership coordinator, who administers key membership services.

3) Other Duties as Required

Qualifications:

- Bachelor's degree/diploma in communications, business administration, social sciences, psychology, anthropology, or relevant related field
- 3-5 years of experience in a similar management role
- Strong relationship management skills, high emotional intelligence, empathy
- Strong facilitation skills, ability to listen, ability to work with diverse points of view to secure alignment
- Outgoing, patient, and positive attitude



- Excellent written and verbal presentation communication skills, with an ability to engage, persuade and overcome objections
- Proven customer service excellence
- Firm grasp of various technology platforms, channels, and best practices, including membership/customer databases, online meeting platforms, social, digital, websites, media monitoring, Apps, and email communication. Proficiency in MS Office, Canva, etc.
- Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines while at the same time being a team player
- Must have strong organizational and project management skills

COMPANY CULTURE

We are a forward-thinking, collaborative team that values creativity, diversity, and innovation. Join us in a dynamic work environment where your ideas are valued, and your growth is encouraged.

LOCATION and OPERATIONAL HOURS

Our office is located in the heart of the Blue Mountains, Ontario, minutes from mountain adventure, Georgian Bay, and the vibrant communities of South Georgian Bay. This position is primarily on-site/in-office and requires local residency. Some weekend and evening availability is required.