

Marketing Coordinator Position

Job Title: Marketing Coordinator (Tourism Sarnia-Lambton)

Position Status: Full Time

Category: Community Partners

Facility: Tourism Sarnia-Lambton

City: Point Edward, Ontario, Canada

Number of Positions: 1

Hours of Work: 35 hours/week

Wage Rate: \$26.00 - \$32.00/Hour

Date Posted: October 13, 2026

Date Closed: November 6, 2026

* Please note: This position is not with the County of Lambton, it is with our Community Partner, Tourism Sarnia-Lambton. *

Tourism Sarnia-Lambton is the Destination Marketing Organization (DMO) for Lambton County welcoming visitors from all over the world. We are proudly supported by the Corporation of The County of Lambton and its tourism industry partners. It is our vision to foster a spirit of partnership within Sarnia-Lambton to enhance tourism through programs, ideas and initiatives that will grow the tourism industry resulting in a greater economic impact for municipalities within the Sarnia-Lambton area.

Position Overview:

The Marketing Coordinator is responsible for implementing Tourism Sarnia-Lambton's destination marketing initiatives through advertising, digital communications, content creation, campaign execution, brand management and performance tracking.

Working under the direction of the Executive Director, the coordinator contributes ideas and performance insights, then translates approved direction into timely, consistent marketing across the region. The position works closely with the Destination Development Coordinator and the Culture, Entertainment and Programming Coordinator to promote tourism experiences, attractions and events.

The position serves as the organization's primary marketing and communications resource while supporting tourism operators, events and destination initiatives through coordinated promotional activities.

Duties and Responsibilities:

Marketing Campaign Execution

- Implement the approved annual marketing plan and maintain an integrated calendar of campaigns, publications, content and advertising deadlines.
- Coordinate print, digital, social media, radio, video and other approved advertising, including creative briefs, specifications, booking details, proofing and delivery
- Support cooperative marketing initiatives as needed.

Content Development

- Develop content for:
 - Website
 - Travel Guide
 - Social Media
 - Blogs
 - Newsletters
 - Visitor Communications
- Coordinate photography and video production.

Digital Marketing

- Manage social media channels.
- Coordinate digital advertising.
- Maintain website content.
- Support SEO initiatives.

Marketing Analytics

- Track campaign performance.
- Monitor website and social media analytics.
- Prepare marketing reports.
- Measure advertising ROI.

Brand Management

- Maintain photo and video libraries.
- Ensure brand consistency.
- Manage marketing collateral.
- Coordinate creative assets.

Qualifications

- Diploma or Degree in Marketing, Communications, Public Relations, Tourism Marketing or related field.
- 2–5 years marketing experience.
- Experience with social media, digital advertising and content creation.

To apply, please send resume and cover letter to info@tourismsarnialambton.com with the subject line “Marketing Coordinator”

We thank all applicants for their interest; however, only those selected for an interview will be contacted.