

DIRECTOR, BRAND + MARKETING

we are

As destination marketers, we know that the tourism industry is a constantly evolving, dynamic and exciting environment. We also know that travel consumers are more in control of their travel decision making than ever before.

We want our visitors to be excited about a Boldly Unscripted adventure in Kamloops. In Kamloops, real places and rough edges are embraced as a sign of memories well-made, and adventures well played. Whether you've got fun between your legs on your bike, birdie (or bogey) your way across some of Canada's most beautiful golf courses, or hike and taste wine at new heights, Kamloops has what explorers crave.

Kamloops' accommodation partners, attractions, events, and businesses are driven by tourism success. Our team and organization are here to ensure our stakeholders, partners and community have the tools and resources to produce top-notch visitor experiences. We are destination champions and passionate ambassadors...and most importantly we are a super cool, super fun, always innovating, always creating, never afraid to challenge the norm kind of team.

you are

You are an experienced marketing professional with a passion for leading creative and innovative marketing. You employ technology to inspire and influence the consumer journey. You know how to confidently and impactfully digest, simplify, and relay information to a broad range of stakeholders.

You are data driven by nature and are proficient in interpreting data, making informed decisions, and backing up your decisions when needed. As a key member of Tourism Kamloops' leadership team, you design and implement long and short-term marketing strategies and inspire creativity and enthusiasm across the organization and among key stakeholders.

You will support an inclusive, hands-on, collaborative group that connects people with unforgettable tourism experiences. You'll always be learning, and there's a good chance your co-workers will inspire you to try a new outdoor activity.

You are open to adventure...all the kinds you can imagine... and are motivated to make a difference for our industry, for our community, for our team and for our organization.

our values are pretty important to us

- ▶ **Be real. Be bold. Be you.**
- ▶ **Our community is our soul. Create greatness together.**
- ▶ **Live with intention.**
- ▶ **Fiercely protect the spaces we live and play in.**
- ▶ **Act inclusively, live diversely.**
- ▶ **Be the voice for this valley.
If you are loud enough, it will echo.**

the position

As Director, Brand & Marketing, you're responsible for promoting Kamloops as an attractive tourism destination while elevating our visitor's experience and honoring the Tourism Kamloops brand. This role is key to achieving the organization's five-year strategic plan, through leadership of the unbelievably rad Brand & Marketing team, and related cross-functional teamwork. You'll be accountable for the creation of visitor-centric marketing programs and leveraging owned, earned, and paid media to increase market awareness and attract visitors.

- Drive the marketing function with modern, creative, and custom initiatives to ultimately help drive visitation, room nights, and tourism revenues in our destination
- Create a competitive marketing strategy and roadmap utilizing market research and analytics including market segmentation, market trends, customer verticals, and competitive analysis
- Roll up your sleeves as needed to execute the strategic plan. Develop and manage marketing budgets and resources and identify the strengths of team members to meet deadlines
- Grow destination visitation leveraging digital media and compelling communications to increase awareness, engage audiences, and drive traffic
- Oversee all third-party ad campaigns and agencies focused on creation of meaningful and engaging content
- Lead, mentor, and develop a high performing, highly engaged team of people to deliver successful programs
- Capture and prioritize actionable visitor insights and identify new business opportunities
- Build relationships and collaborate with stakeholders locally, regionally, provincially, and federally to promote tourism in the region
- Simultaneously manage multiple complex projects, with many internal and external stakeholders, on time and within budget
- Develop performance measures and evaluate effectiveness of marketing programs while optimizing for results
- Encourage data and insight sharing with partners and stakeholders

required skills

- Proven experience making data-driven decisions and excel in identifying actionable insights and strategic growth opportunities
- Experience working collaboratively and building relationships with stakeholders and partners to achieve a common goal
- Proven leader, capable of motivating a team to reach their potential and achieve desired goals
- Strong team player with experience planning, leading, and implementing large cross functional projects
- Comfortable working in a fast-paced and changing environment with the ability to set, prioritize, manage, and delegate tasks

required qualifications

- 10+ years' experience in senior marketing role, with a focus on strategic marketing and digital media with a preference to destination and tourism marketing
- A bachelor's degree, preferably in marketing, business management or tourism

salary range

\$80,000 - \$100,000



sound like you?

Please submit your confidential resume and cover letter to:

Monica Dickinson
careers@tourismkamloops.com

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

Tourism Kamloops is an equal opportunity employer. Our team and our visitors come from all walks of life and so do you. We believe that diversity and unity amongst our teams leads to remarkable visitor experiences.