



Vice President, Marketing Destination Toronto

Destination Toronto is seeking an exceptional leader who will help deliver on a mandate that helps drive the visitor economy - a vital engine for the city - that reflects the breadth and diversity of Toronto's people, places, and culture, and inspires residents and visitors to meet, visit, and explore our city.

This is a unique opportunity for a forward-thinking, strategic marketing professional to be Destination Toronto's **Vice President, Marketing**.

Operating in partnership with the City of Toronto, the Greater Toronto Hotel Association, and the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries, Destination Toronto (DT) markets and promotes the city to global travelers, attracts and supports major meetings and events, and supports local businesses to maximize the opportunities of visitor spending.

As Vice President, Marketing, reporting to the President & CEO, you provide leadership and direction to a high performing team in the creation and implementation of strategic marketing, content, and visitor-growth strategies that help support the overarching business plan for Destination Toronto.

Your scope is broad and varied, covering public relations, marketing, content creation and delivery, communications, stakeholder engagement, and brand management. As a key member of the senior team and organizational Steering Committee, you work closely with your colleagues as well as a high-profile Board to drive strategy, lead the development of annual business, marketing, and content plans, and direct and supervise all B2B and B2C marketing activities for Destination Toronto. You will also lead the organization's internal and external communications and media relations to elevate the profile and understanding of the visitor economy and specifically Destination Toronto as strong stewards of the region's visitor economy.

As the ideal candidate, you are an exceptional, visible leader in the community and a bold and creative marketing strategist who encourages their teams to push the boundaries of what is possible and is not afraid to take calculated, measured risks. Colleagues respect and value your collaborative approach to problem solving, ability to build strong and mutually beneficial relationships with a broad, diverse set of stakeholders, adroit communications skills, sound counsel, and evidence-informed decision making style. You are insightful, financially literate, and results driven. Your understanding of and experience interacting with local, and provincial governments are definite assets, as are your experiences supporting and reporting to a Board and your knowledge of the tourism sector.

If you are interested in helping shape the future of the visitor economy in the city of Toronto and taking Destination Toronto to the next level, please submit your CV and cover letter by clicking here: [Vice President, Marketing, Destination Toronto](#).

We thank all applicants for their interest; however, only those under consideration for the role will be contacted.

Destination Toronto is committed to building an equitable and inclusive workplace culture made up of a diverse community of passionate professionals. We welcome applications from those of all genders, sexual orientations, racial & ethnic identities, abilities, and backgrounds, and will actively work to accommodate candidates through this process with accessibility-related needs.