



# Chief Marketing Officer

## Tourism Vancouver

### Vancouver, BC

Reporting to the President & Chief Executive Officer and actively partnering with the senior leadership team to lead the company, the Chief Marketing Officer (CMO) will help lead the establishment of organizational strategies to ensure success, both short term and long term. They will drive Tourism Vancouver's implementation of the destination's brand and what it stands for effectively across all target markets, inspiring people to choose and experience Vancouver. They will set and ensure delivery of Tourism Vancouver's digital marketing agenda across the company and will work in partnership with other key stakeholders and platforms to leverage existing data and ensure consumers are being reached in the most impactful ways. In addition, the CMO will lead the communications, PR, media, and in-house marketing services teams, and will spearhead and manage key agency relationships.

As the ideal candidate, you are a recognized marketing innovator with a track record of supporting brands that invoke passion and affinity. You possess an ability to collaborate, communicate, and implement innovative, creative, and effective marketing strategies across all media, and bring a track record of successful brand stewardship and a deep understanding of how to leverage various platforms to engage consumers and improve brand awareness. A proven ability to integrate an effective, forward-looking digital marketing strategy into an established organization has been one of the hallmarks of your success. In addition, you are a recognized leader who can coalesce and motivate a team of professionals, and you can also lead with influence across a sector. You are comfortable and effective supporting decision-makers, and you are experienced in building organizational strategy as a key leader in an organization. Above all, you believe in Tourism Vancouver's brand promise, you are committed to the purpose of proudly championing Vancouver, and you live the organization's core values.

If this is the next step in your professional career, submit your application to **George Madden, Allison Rzen** or **Matthew Bell** at [www.pfmsearch.com](http://www.pfmsearch.com).

*Vancouver is a place that connects people and inspires them to live with passion. Tourism Vancouver works tirelessly to fulfill that promise, focusing on its purpose to proudly champion Vancouver as evidenced through its team-defined core values: We live, breathe and share Vancouver; We are powered by people; We are adventurous; and We play with purpose. The success of this membership-based not-for-profit business association not only supports an industry, but also adds to the global reputation and cultural, social, and economic vibrancy of this great destination. A unique opportunity has arisen to play a key leadership role in continuing to bring Vancouver's brand promise to life as the organization's new Chief Marketing Officer.*



#### PFM Executive Search

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