



Communications Specialist

Tourism Vancouver is *powered by people* ... we are seeking a highly professional and motivated **Communications Specialist** to support the Marketing team to promote Vancouver as a premiere leisure and business travel destination.

Who are we:

Tourism Vancouver is one of the world's most dynamic destination marketing and management organizations, with a commitment to establishing Vancouver as a must-visit destination.

Our purpose is clear: *We Proudly Champion Vancouver.*

And we live this purpose every day in our core values as created and defined by our team:

- ✓ We live, breathe and share Vancouver
- ✓ We are powered by people
- ✓ We are adventurous
- ✓ We play with purpose

Our brand promise, "*Vancouver is a place that connects people and inspires them to live with passion*" underscores how we communicate with our customers, engage with stakeholders and service our 900+ members.

As a private, not for profit business association, our success not only supports an industry, but also adds to the global reputation and cultural, social and economic vibrancy of our great city.

The Opportunity:

The Communications Specialist works as part of the Marketing team to promote Vancouver as a premiere leisure and business travel destination through strategic media relations and Public Relations. The Specialist reports to the Manager, Communications and works primarily with media and influencers from designated regions including pitching stories, sharing information and/or coordinating visits.

What We Expect of You:

- Coordinate itineraries for media visits from key international and trade markets (includes liaising with Tourism Vancouver members, media, suppliers, destination partners and community representatives. Vancouver's key markets are: Canada, USA, Mexico, China, Australia/NZ, UK, Japan, South Korea and Germany.

This role will predominately work with media from Canada, Mexico, Europe (UK, Germany), as well as Meetings and Conventions and Trade outlets.
- Host and guide visiting travel media (evenings and weekends sometimes required)
- Handle daily travel media inquiries (includes fact checking, sending story pitches and following up on image and b-roll requests)

- Assist with the writing and distribution of media communications (including social media, newsletter writing and building, and news releases) and maintenance of media kit and fact sheets
- Assist in the development and execution of Communications plans to promote Tourism Vancouver Marketing campaigns
- Work closely with Tourism Vancouver's Meetings and Conventions department, and International Markets, on PR and media relations programs specific to those areas
- Assist with corporate and internal communications (including member newsletter editing, distribution of news releases, responding to local media inquiries and maintaining local media database)
- Conduct regular maintenance of the media section of the website (includes posting news releases, updating online media kit and other media-driven web content)
- Support manager in working with government, industry, Tourism Vancouver member and Destination Marketing Organization partners in developing joint communications programs
- Assist with coordination of special media projects (i.e. Dine Out Vancouver Festival)
- Assist with reporting and media tracking as required
- Represent Tourism Vancouver at local and North American media events and marketplaces (e.g. Canada Media Marketplace) as required
- Develop, maintain and utilize the Tourism Vancouver database (Simpleview) and media database (Cision)
- Miscellaneous administrative duties as required

What Else:

Occasional media hosting at restaurants, attractions and on walking / cycling / adventure tours before, during and after office hours (includes some weekends when necessary). Attendance and/or assistance at Tourism Vancouver events may be during non-regular business hours. Some travel is required.

What You will Bring:

- This role is ideally suited for an individual with a minimum of one year of experience in a communications, public relations or tourism role at an Associate level.
- Experience in tourism and/or destination marketing is an asset.
- Experience in an agency is an asset.
- Solid knowledge of media relations, PR, communications and marketing.
- Excellent writer.
- Confident with social media platforms (e.g. Twitter, Instagram).
- Ability to manage multiple media visits and projects on an ongoing basis.
- Creative with absolute attention to detail.

- Diplomatic. Proven track record of good judgment and the ability to work successfully with members of an association.
- Consummate team player as well as ability to work independently.
- Comfortable working under tight timelines.
- Excellent computer skills (Microsoft Office). Ability to learn/use online software to publish newsletters.
- Post-secondary degree in Public Relations or Communications, and/or relevant experience.
- Passionate about promoting Vancouver.

If you meet these qualifications, are motivated, committed to excellence, enthusiastic and have the dedication to make a significant contribution to Tourism Vancouver, we invite you to apply for this position by sending your resume and cover letter to careers@tourismvancouver.com by **Friday, January 31, 2020**.

Tourism Vancouver is an inclusive and diverse work environment and welcomes all qualified applicants.

For more information, please visit <http://tourismvancouver.com>.