

Contract Opportunity Content Marketing

(4-Month, 2 days per week, Fixed Term Contract)

Are you looking for 2 days of work per week for a short-term contract to promote Vancouver as a great place to visit?

Do you love to tell stories through the creation of engaging content?

Does working with an award-winning team sound exciting?

If so, Destination Vancouver has an opportunity for a short-term contract in Content Creation to assist to refresh our blog and manage content organization. Reporting to the *Manager, Content Marketing*, the Contractor will assist with the creation of content that supports Destination Vancouver to deliver against its purpose of supporting Vancouver's tourism industry in developing experiences, and promoting Vancouver in target Canadian, US, and international markets.

The Contractor will provide support in executing content strategies that deliver against Destination Vancouver's objectives and assist with the development, management and distribution of the content.

Key Areas of focus:

- Blog refresh
- Content organization
- Content communication

Blog Refresh

- Researching and vetting new blog writers for Destination Vancouver's blog
- Reviewing and presenting analytics on blog article performance and informing content creation

Content Organisation, Administration and Requests

- Circulating stills for shortlisting and selection
- Downloading final content for stills and b-roll
- Uploading to Box (Destination Vancouver's cloud-based system) and organising appropriately
- Uploading to DAM / liaising with Destination British Columbia's team for upload to DAM
- Organizing and updating imagery on Destination Vancouver's Marketing Resource Centre
- Sourcing content for the wider Destination Vancouver team for partners (for example: Destination Canada, Destination BC, Expedia for Consumer and Meetings & Conventions requests)
- Sourcing images from Destination Vancouver's external partners and members
- Sourcing imagery for the new corporate website

Communication

- Advising the Destination Vancouver team of new content and how to access
- Sharing imagery with the partners who provide access to their business for photo shoots



What are we looking for?

We are looking for an independent contractor with at least 2 years of experience in developing content and/or leveraging opportunities to showcase a destination. A background of working in creative environments to create content, stories and experiences is also required. Passionate about Vancouver as a place to live, work and explore, candidates must also possess the following skills, interests and characteristics:

- Strong ability to communicate clearly and effectively, both verbal and written
- Understanding of brand standards
- Keen attention to detail and strong proofreading and editing abilities are a must
- Knowledge of and experience with brand voice applications and SEO best practices
- Familiarity with Google Analytics and Wordpress or other CMS platforms
- Experience producing digital, print and video and video editing skills are considered an asset

Ability to self-start and balance multiple deadlines in a busy work environment as well as collaborate effectively with a dynamic team are also required.

Post-secondary education in a related field and/or equivalent experience.

What do we offer?

The opportunity is 2 days per week for a 4-month contract opportunity based in Destination Vancouver's corporate offices with majestic views of the North Shore mountains and proximity to transit and downtown amenities. This is flexible to work remotely in the Lower Mainland.

Who are we?

Destination Vancouver is one of the world's most dynamic destination management organizations, delivering on a mandate of destination development and promotion that positions Vancouver as a must visit global destination.

Our purpose is to transform our communities and our visitors through the power of travel. This underpins everything we do and how we communicate with potential clients, engage with partners, and support our 800+ members.

Destination Vancouver has a fabulous product and a powerful brand. Our success is measured through the triple bottom line approach of an equal emphasis on people, planet and prosperity. And, as a private, not-for-profit business association, our continued relevancy is based on supporting our industry, responsibly and sustainably managing the destination and building a competitive global destination brand.

Hourly rate: \$35-40 per hour

Destination Vancouver believes in and provides a diverse, equitable, and inclusive work environment.