



# Vice President, Global Marketing

## DESTINATION VANCOUVER

### Vancouver, BC

The Vice President, Global Marketing is accountable for stewarding and promoting Vancouver's brand to the world. Reporting to the President & Chief Executive Officer and a member of Destination Vancouver's Senior Leadership Team, the role is responsible for the overall leadership and management of Destination Vancouver's global destination promotion strategy anchored in people, planet, and profit. Leading a high performing multi-disciplinary team, the VP Global Marketing will have oversight of Destination Vancouver's brand, digital platforms, marketing, content creation and distribution, and social media within target markets around the world.

Corporately, this key leadership role will collaborate and work effectively with all business units to establish the organization's long-range goals, strategies, and plans. The purpose of the role is to have responsibility for acting as a change agent to drive and amplify destination awareness and revenue growth. This includes leveraging new and existing digital platforms, technologies, and partnerships to ensure Destination Vancouver is relevant and delivers value to its members and the community at large.

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 implement innovative, creative, and effective marketing strategies across all media, and you 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, yet evolving organization has been one of the hallmarks of your success. Your reputation as an outstanding marketer is matched by your reputation as an outstanding leader. You have the ability to strengthen and motivate a team of professionals, as well as lead with influence across a sector and are experienced in building organizational strategy as a key leader. Above all, you are passionate about Vancouver and committed to and motivated by Destination Vancouver's brand promise, purpose, and core values.

Destination Vancouver believes in and provides a diverse, equitable, and inclusive work environment and we welcome applications from women, racially visible individuals, people with disabilities, Indigenous peoples, and LGBTQ+ persons.

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

*Are you passionate about Vancouver? Are you inspired by the opportunity to market everything that Vancouver has to offer?*

*Are you motivated to rebuild an industry?*

*Destination Vancouver has the enviable role of inviting the world back to one of the globe's most dynamic and sought-after travel destinations. As an entity with a new mandate for destination development and promotion of a world-class city, it strives to be a peer leading organization with a purpose driven, collaborative team with a passion for making Vancouver even better through tourism. Destination Vancouver is also a committed steward of the region and strives for a triple-bottom-line approach, recognizing the social, economic and environmental benefits travelers bring to the region. A new opportunity has been created to lead the promotion of this highly sought-after brand as Destination Vancouver's next Vice President, Global Marketing.*



**PFM Executive Search**

Tel 604.689.9970 | Toll-Free 1.800.864.9970

Suite 510-999 West Hastings Street

Vancouver, BC V6C 2W2

[www.pfmsearch.com](http://www.pfmsearch.com)