



**PFM**  
EXECUTIVE SEARCH



EXECUTIVE PROFILE

Vice President, Global Marketing  
DESTINATION VANCOUVER





## CONTENTS

Organizational Overview | 2

Position Responsibilities | 3

Candidate Requirements | 7

Moving to Metro Vancouver | 9

Application Process | 11



## GENERAL

Destination Vancouver is one of the world's most dynamic Destination Organizations, delivering on a mandate for destination development and promotion that makes Vancouver a must visit global destination. It responsibly strives for a triple bottom line approach to measuring destination success through people, planet, and profit. As a private, not for profit business association, continued relevancy equals success by supporting the industry and building a competitive global destination brand.

Destination Vancouver has a terrific product and a powerful brand. Its brand promise, Vancouver is a place that connects people and inspires them to live with passion, underpins how it communicates with potential customers, engages with stakeholders, and services its 700+ members.

### Destination Vancouver's Purpose:

To transform our communities and our visitors through the power of travel.

### Destination Vancouver's Mandate:

To support Vancouver's tourism industry in developing their experiences, and promoting Vancouver in target Canadian, US, and International markets.

For more information on Destination Vancouver, please go to [www.destinationvancouver.com](http://www.destinationvancouver.com)





## GENERAL

The position reports to the President & Chief Executive Officer and is a member of Destination Vancouver's Senior Leadership Team (SLT), the Vice President, Global Marketing (VP, Global Marketing) will be responsible for the overall leadership and management of Destination Vancouver's global destination promotion strategy anchored in people, planet, and profit. The VP will lead a multi-disciplinary team responsible for brand, digital platforms, marketing, content creation and distribution, social media within target Canadian, US, and international markets.

This key leadership role will collaborate and work effectively with all business units to establish long-range goals, strategies, and plans. The VP, Global Marketing will function as a change agent for driving and amplifying destination awareness and revenue growth through destination promotion strategies and tactics. Leveraging new and existing digital platforms, technologies, and partnerships to ensure Destination Vancouver remains relevant and delivers value to its members and the community at large will be a critical aspect of this role.

## KEY STRATEGIC ACCOUNTABILITIES

1. Customer Champion. Ensures the organization and its destination programs are aligned around customer centricity. Leverages data insights to deliver superior programs that target the right customers from the right markets.

2. Capability Builder. Builds, leads, and coaches a high-performance team that delivers: Visitor Services; Content Creation; Digital Strategy and Content Publishing, and Global Brand Evolution and Management. These core lines of business areas are strategy led, insights driven, and industry partnered where critical for success.
3. Growth Driver. Plays a critical role in creating, executing, and managing destination promotion plans that deliver responsible and sustainable growth that delivers on a triple bottom line approach of People, Planet, and Profit.
4. Chief Storyteller. Acts as both the architect and steward of the Vancouver destination brand by creating and sharing brand developed stories and inviting customers and industry to share in the narrative.
5. Innovation Catalyst. Creates leading destination content and promotions to advance the Vancouver brand on the global stage. Stays current with technology platforms, alternative media, new tools, and new techniques to create sustainable and responsible visitor growth.

## SPECIFIC RESPONSIBILITIES

- Provides provides direct leadership and oversight of the following core functions: Brand, Digital Publishing, Content Development, Consumer Direct Marketing, and Visitor Servicing.



## SPECIFIC RESPONSIBILITIES CONTINUED

- Provides provides guidance and leadership to the Destination Vancouver team and, as a member of the Senior Leadership team, is a strategic advisor to the President & CEO and the Board of Directors.
- Ensures strategic business plans are implemented and financially and operationally managed for responsible and sustainable growth. Analyses business performance, identifies potential risks, and takes actions to mitigate.
- Accountable for financial budgets and performance defined for strategy and business development activities, and shares responsibility for Destination Vancouver's annual operating budget.

## Brand & Consumer Direct Promotions

- Manages and evolves Destination Vancouver's destination brand within all organizational channels and all target markets.
- Where appropriate, advocates the use and alignment of Brand elements with external stakeholders and members.
- Creates, plans, and executes destination promotion campaigns within target Canadian, US, and international markets that deliver on organizational goals and outcomes.
- Oversees and manages all external agency relationships.

## Digital Acumen

- Advances Destination Vancouver's digital/data strategy including developing 1st-party data strategies and building a digital marketing capabilities roadmap. Additionally, leads digital/data partnerships with provincial and city-level destination marketing organizations, members, and industry. Builds digital and data-based marketing strategies that are forward-looking, integrated, and targeted to key geographic, demographic, and psychographic segments.
- Collaborates with the SLT to lead, execute, and manage Destination Vancouver's digital transformation and develops new digital programs and services that deliver value to members and help increase member engagement and marketing program participation, and which facilitate new partnership opportunities as well as efficiencies for Destination Vancouver Team Members.
- Establishes a digital measurement framework. Aligns digital KPIs to business and marketing scorecards and improves digital analytics to enable the advanced analysis of visitor data, marketing performance, and the impact of digital initiatives.
- Enhances the visitor experience through digital innovations by better understanding, connecting, and servicing the visitor throughout their customer journey across digital touch points and marketing channels.



### Digital Publishing/Content Development

- Develops and leads the inter-disciplinary in-house marketing services team, ensuring strong support and efficiencies for multiple internal and external clients.
- As chief storyteller, creates a 'newsroom' approach to planning for and reacting to destination brand content that creates connections and engages Destination Vancouver's audiences with Vancouver's 'makers', members, industry, and communities.

### Strategic Planning

- Develops and implements business and market development plans to regain and grow destination market share and revenues.
- Ensures Destination Vancouver's business plans align and leverage provincial and national tourism strategies.
- As a member of the SLT, leads and contributes input to Destination Vancouver's strategic business plan, including leadership on partner co-investment for tourism industry partners.

### Strategic Partnerships

- Identifies new strategic partners (both traditional and non-traditional) where there is brand, marketing, target audience, and strategic alignment in order to amplify Vancouver's brand.
- Collaborates with the VP, Strategy & Business Development and the VP, Meetings and Conventions to identify and leverage cross-functional, traditional and non-traditional partnerships that support the successful execution of Destination Vancouver's strategy.

### Stakeholder Relations

- Represents Destination Vancouver nationally and internationally at appropriate industry associations, events, and international public and private sector forums specific to market development and the development of strategic partnerships.
- Develops and enhances relationships with community stakeholders including members, the Board of Directors, and government.
- Prepares for and participates in Board of Directors meetings.
- Develops and maintains cooperative working relationships with provincial, national, and international tourism partners and stakeholders to maximize opportunities and create alignment
- Fosters relationships with tourism and non-tourism industry partners to drive business development activities and opportunities.
- Collaborates with Destination Vancouver's Meetings & Conventions team to ensure alignment on opportunities and messaging with mutual partners.

### People Leadership & Development

- Provides strong, effective, and highly visible team leadership to Team Members to foster a collaborative, creative, and dynamic high performing team aligned with the organization's values.
- Ensures that Team Members are motivated to contribute fully to the organization and to the realization of the organization's Purpose and Mandate.

## People Leadership & Development continued

- Fosters the development of a strong culture and people management practices that focus on teamwork, innovation, continuous improvement, and customer service excellence.
- Involves and recognizes Team Members for identifying innovative approaches to enhance organizational excellence.
- Provides ongoing coaching, feedback, performance management and opportunities for individual and team development.

## REPORTING RELATIONSHIPS

### Reports to:

- President & Chief Executive Officer

### Relates to:

- Chief Financial Officer
- Vice President, Strategy & Business Development
- Vice President, Meeting and Convention Sales
- Director, People & Culture





## GENERAL

The Vice President, Global Marketing is a recognized marketing innovator with a track record of supporting brands that invoke passion and affinity. They 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, yet evolving organization has been one of the hallmarks of their success. In addition, they are a recognized leader who can coalesce and motivate a team of professionals and can also lead with influence across a sector. The VP is comfortable and effective supporting decision-makers and is experienced in building organizational strategy as a key leader in an organization. Above all, the incumbent believes in Destination Vancouver's brand promise, is committed to its purpose and mandate, and lives the organization's core values.

## SPECIFIC SKILLS, ABILITIES, & EXPERIENCE

- Collaborative digital-first senior marketing leader with 5-10 years of experience leading digital marketing teams, managing the full breadth of digital channels, with experience working with leading digital marketing and advertising platforms, global brands, content developments, consumer direct marketing, and strategic partnerships.
- Performance-focused and technology-savvy, with a broad understanding of best-in-class digital marketing technologies and platforms. Conversant with business, marketing, and technology teams.
- Deep understanding of the digital customer journey, including knowledge in customer, marketing, and website analytics.
- Experience in implementing digital transformations within a marketing organization.
- Great collaborator with the Senior Leadership Team, internal teams, and external partners; able to motivate cross-functional teams.
- Experience implementing strategic, visionary goals; able to secure buy-in from a variety of stakeholders.
- Excellent communication skills with a full range of stakeholders, executive colleagues, and teams located in diverse markets.
- Experience collaborating and presenting to senior executives, Board members, and government.
- Strong negotiation, relationship management, and interpersonal skills.
- Strong analytical skills for the interpretation of marketing data.
- Possesses an understanding of global business and cultural norms and expectations.



## SPECIFIC SKILLS, ABILITIES, & EXPERIENCE CONTINUED

- Experience with visitor servicing on a destination level will be considered an asset.
- In-depth knowledge of destination sales and marketing with a particular focus on brand and consumer marketing will be considered an asset.

## EDUCATION

- Post secondary degree or diploma in marketing, communications, business administration, or a related major, and/or equivalent combination of education and experience.

## PERSONAL CHARACTERISTICS

- Proven collaborative leader who can develop and lead a team of professional Team Members and volunteers.
- Highly motivated, enthusiastic, and creative about building capabilities.
- Willing to take on new challenges and risks.
- Knowledgeable and passionate about Vancouver as an international travel destination.
- Contributes to the overall culture of the organization as well as reinforces core values at all times.
- Has developed a reputation for uncompromising professional integrity and personal values and character.

- Fosters a diverse and inclusive environment with open communication.
- Entrepreneurial and creative; open to new ideas and new ways of doing things and understands the value of compromise when operating in an environment that serves broad and diverse constituencies.

## WORKING CONDITIONS

This position is based in Destination Vancouver's newly renovated corporate offices with majestic views of the North Shore mountains and proximity to transit and downtown amenities. The majority of the work will take place during regular operating hours, Monday to Friday. Some flexibility is required to support activities that may occur outside the standard operating hours, and/or on weekends. There may be some opportunity for working from home one day per week. Some travel will be required.

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.





The diverse region of **Metro Vancouver**, which encompasses a number of unique cities and communities, with no shortage of restaurants, shopping, schools and universities, recreational activities and other local attractions, not to mention easy access to BC's looming mountains, coastal parks, lakes, wildlife sanctuaries and almost 30 wineries and a growing number of local breweries. The region's population is wonderfully diverse, creating a vibrant cultural mosaic in which distinct cuisine, architecture, language and arts thrive.





Vancouver is consistently highly ranked as one of the most livable cities in the world by The Economist.

The climate of Metro Vancouver is by far the mildest winter climate of the major Canadian cities. Summers are warm and a great time to go for a hike or bike ride through some of the natural beauty of the surrounding areas, or head to any number of local beaches or lakes for a barbecue or camping, or just to sit on a garden patio and enjoy some local cuisine in the sunshine. Winters are temperate but close by are mountains for world-class skiing, snowboarding or snowshoeing.

If you dream of finding that perfect blend of stunning natural beauty, along with the hustle and bustle of city life, you really can have it all in Metro Vancouver.

More information on Metro Vancouver can be found [here](#).



## HOW TO APPLY

To apply or make a nomination, please contact PFM Executive Search:

Attention **Allison Rzen** and **Matthew Bell** at [pfm@pfmsearch.com](mailto:pfm@pfmsearch.com)

All telephone inquiries to 604.689.9970 or Toll-Free 1.800.864.9970

## APPLICATION FORMAT

Format for written applications should be presented as follows:

1. A covering letter—describing briefly why the appointment is of interest and what you believe you can bring to the role.
2. A full CV containing the following information:
  - a. Title, full name, address, daytime and evening telephone numbers and email address
  - b. Residency status
  - c. Present and previous roles
  - d. Details of education and professional training and qualifications
  - e. Any other relevant information such as offices held in professional bodies, community services etc.

## PFM EXECUTIVE SEARCH

PFM Executive Search was founded in 1992 with the vision of creating an executive search firm that provides tailor-made executive search services to clients in the private, public and not-for-profit sectors. Over the last 29 years, our firm has earned the reputation as one of the most respected executive search firms in Canada.

PFM Executive Search is a BC owned and operated incorporated company. We are a founding member of the [Panorama](#), an international alliance of like-minded executive search organizations.

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



**PFM**  
EXECUTIVE SEARCH

TEL 604.689.9970 | TOLL-FREE 1.800.864.9970  
SUITE 510 – 999 WEST HASTINGS STREET  
VANCOUVER, BRITISH COLUMBIA  
CANADA V6C 2W2  
[WWW.PFMSEARCH.COM](http://WWW.PFMSEARCH.COM)