



SCHEDULE "A"
TOURISM VANCOUVER
METRO VANCOUVER CONVENTION & VISITORS BUREAU
POSITION DESCRIPTION

IDENTIFICATION

Position Title: Associate, International Markets, Americas
Reporting to: Manager, International Markets, Americas
Date Prepared: August 2019

POSITION SUMMARY

The Associate will work as part of the International Markets team with a shared responsibility to ensure all aspects of market development and sales targets for this territory are accomplished to the highest standards. The Associate will work with the Manager and is expected to make an ongoing contribution to achieving the goals, objectives and targets.

Reporting to the Manager, this position will focus organizing, supporting and hosting destination familiarization tours, delivering destination training presentations, managing a database of clients, processing business leads and referrals on behalf of the tourism supplier community and delivering a high standard of customer service to clients, partners and Tourism Vancouver members.

POSITION RESPONSIBILITIES

The Associate, International Markets, Americas is responsible for assisting the Manager to achieve results in the following areas:

- Lead initiatives in the travel trade sector to develop and strengthen long-term relationships with key retail travel agencies, tour operators, wholesalers and receptive tour operators that will build incremental overnight business to Vancouver.
- Plan, coordinate and execute destination familiarization tours and client site inspections, including itinerary development, contracting suppliers, budget controls, hosting, implementation and client follow up.
- Facilitate and deliver presentations to clients in-person as well as in webinar format (live and pre-recorded).
- Content updates and edits to the Vancouver Specialist online training program including content updates and development of agent incentives and promotions.
- Assist with writing and distribution of internal Vancouver Specialist e-newsletter and e-newsflash bulletins.
- Prepare for the Manager to attend tradeshow and oversee follow-up that results from attending these events, including data entry in SimpleView (CRM), processing of business leads and referrals and related follow-up.
- Attend Marketplace/trade-shows in market as required.
- Assist the manager with delivering strategic marketing campaigns as required.

- Provide administrative support for the market including fulfilling and servicing general inquiries from travel agents and travel trade clients, placing shipment orders, creating purchase orders for expenditures and managing promotional item stock levels.
- Ensure the database of clients/key accounts in the relevant markets is maintained and kept current and consistent with standard procedures.
- Assist with the coordination of cooperative marketing projects as needed.
- Prepare monthly KPI reports for the International Sales & Marketing team.
- Update a monthly budget tracking report of all portfolio expenditures.
- Maintain familiarity with trends, research, developments and challenges affecting designated markets
- Maintain strong knowledge and familiarity with Metro Vancouver products and experiences.
- Attend local Tourism Vancouver member and industry events as needed.
- Undertake activities of the Manager(s) when she/he is out of town or away from the office and when necessary, provide cross-over support to internal team members.

Duties, responsibilities and market territory may be modified at the sole discretion of Tourism Vancouver, as the position develops in response to the changes or opportunities presented in the marketplace and/or the ongoing enhancement of Tourism Vancouver's market development programs.

WORKING CONDITIONS

Hosting familiarization tours which can require working in the evening and/or weekends. Attendance and/or assistance at occasional functions before or after regular work hours. Travel may be required.

QUALIFICATIONS

- 2-3 years of experience in a similar role in a sales and marketing organization.
- Knowledge and experience with Travel Trade in a sales and marketing capacity.
- Knowledge and experience working with direct-to-consumer advertising campaigns is an asset
- Strong working knowledge of the local tourism industry supplier product and experiences (Tourism Vancouver members) including accommodation, attractions, transportation/sightseeing, arts and culture, restaurants, festivals and events.
- Ability to deliver effective and informative destination training presentations, in person and through webinars (live and pre-recorded).
- Exceptional administrative, organizational and time management skills.
- Demonstrated excellent verbal and written communication skills. Ability to communicate in Spanish is an asset however not a requirement.
- Possess a high level of maturity, diplomacy and judgment regarding decision-making.
- Possess a positive attitude, be highly motivated with a proven ability to take initiative – professional demeanor at all times.
- Ability to meet deadlines, take direction, and pay attention to detail.
- Ability to work independently and working collaborating with others.
- Must have strong technology and administrative skills including sound working knowledge of Microsoft Office including PowerPoint, CRM systems and database concepts.
- Passion for Vancouver as a destination is a must.
- Post-secondary education in a relevant or equivalent post-secondary program or experience in business and/or tourism related field.