

SCHEDULE "A"
TOURISM VANCOUVER
METRO VANCOUVER CONVENTION AND VISITORS BUREAU

POSITION DESCRIPTION

IDENTIFICATION

Position Title: International Sales and Marketing Manager, Americas

Division: Leisure Travel

Reporting to: Director of Sales, Leisure Travel (Direct), Vice President, Marketing (Indirect)

Updated: February 2019

POSITION SUMMARY

The International Sales and Marketing Manager, Americas, is responsible for maximizing Vancouver's international tourism market share and expenditures. The Manager is aware of market trends, competitive dynamics, and long-term opportunities to stimulate market demand. The Manager plays an integral role in developing overall strategy and an annual tactical plan for each market.

Reporting to the Director of Sales, Leisure Travel, the Manager is a leader in all aspects of Tourism Vancouver's sales and market development activities in the Americas markets – specifically the United States, Mexico and Canada (long-haul). Overall responsibilities include the formulation and implementation of an overall competitive strategy for each market; setting specific goals and KPIs, leadership of cross functional market teams, liaison with external agencies and in-market resources where appropriate, and oversight of an annual tactical plan in each market.

The Manager will participate in a strongly focused team environment both within the organization working with colleagues across areas of functional responsibility and with external partners such as Destination British Columbia and Destination Canada.

Strong marketing skills, a working knowledge of the travel trade and direct-sales channels and the local tourism industry, good analytic skills, extensive destination product knowledge and strong stakeholder and supplier relationships, are essential to success. The Manager develops, implements and monitors all travel trade related objectives with an emphasis on sales and marketing for the destination. The position is performance driven and fully accountable for all aspects of sales and market development.

POSITION RESPONSIBILITIES

- Identifies and evaluates competitive opportunities for Vancouver in assigned markets as part of a strategic planning process.
- Leads a cross functional Tourism Vancouver team in the development of an annual tactical plan with goals, objectives and deliverables. Manages all aspects of the plan's implementation to ensure delivery is on time and on budget. The manager will modify, adapt and adjust the market plan where appropriate and to maximize planned outcomes.
- Invests in a broad suite of tactics to stimulate destination awareness, propensity to visit, and increased sales to Vancouver. This will include support for travel trade channels, direct-to-consumer, social media, media/public relations, and investing in additional market insights where

necessary. Investments may range from pure brand awareness campaigns to retail cooperative marketing campaigns.

- Identifies sales strategies and campaigns with travel trade partners including airlines, OTAs, retail agent consortia and tour operators. Tactics may include in-market sales calls, destination training, trade show/marketplace attendance, familiarization tours and itinerary development.
- Establishes and nurtures cooperative working relationships with key travel trade customers, potential clients, and other stakeholders to develop, enhance and grow Vancouver's share of the market.
- Collaborates on strategy development and implementation with tourism industry partners such as Destination Canada, Destination BC, Tourism Whistler and Tourism Victoria to maximize investment and impact in the market.
- Identifies and levers strategic relationships with non-tourism partners where opportunities exist to differentiate Vancouver from the competition.
- Maintains knowledge of Tourism Vancouver member products and services through on-site visits and ongoing communication; works with members to develop destination itineraries, packages and new product offerings.
- Provides advice and guidance to local tourism members and organizations on activities including business intelligence, campaign outcomes, participation in trade shows, media coverage, and other events to ensure ongoing participation and support for market strategies
- Utilizes the Destination Management System (SimpleView) database as the primary tool for client account management, member lead generation and communication.
- Keeps informed of city, regional and market developments including trends, new business developments and events.
- Responsible for all aspects of budget preparation, expenditures, monthly monitoring and year-end accountability.
- Ensures that brand guidelines are observed and are represented with consistency across all markets.
- Hires, trains, coaches and provides ongoing performance management/feedback and support to the Americas Sales Associate.

Duties and responsibilities may be modified 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

Extensive travel throughout the geographic territory. Attendance at various business functions, hosting client's on weekdays, and weekends (day time and evening).

QUALIFICATIONS

- Passionate about Vancouver as an international travel destination.
- Strong working knowledge of travel trade, direct-to-consumer and media channels.

- Minimum of 5 years of experience in delivering marketing campaigns to consumers and/or travel trade.
- Minimum of 3 years of experience in managing complex projects.
- Strong analytical and project management skills
- Proven senior tourism industry sales, marketing and client service background.
- Proven success working in a leadership capacity in a team environment. Proven leadership skills to inspire and coach teams to succeed.
- Experience working with international markets is an asset.
- Comprehensive understanding of local and provincial tourism industry infrastructure and destination product.
- Proven track record of superior negotiation skills, tact and sound judgment.
- Superior ability to work cross-functionally
- Ability to meet deadlines and performance targets.
- Ability to uncover, develop and close sales leads.
- Demonstrated ability to think, plan and implement strategically.
- Outstanding communication skills: listening, verbal and written.
- Excellent written and verbal presentation skills.
- Existing relationships with clients and partners in the marketplace.
- Highly motivated, enthusiastic and willing to take on new challenges and risks.
- Financial acumen and experience with budgetary control and business planning.
- Ability to speak Spanish an asset.
- Degree from a recognized university in marketing, communications or business administration, or an acceptable combination of education, training and experience.