

**SCHEDULE “A”
TOURISM VANCOUVER
METRO VANCOUVER CONVENTION AND VISITORS BUREAU**

POSITION DESCRIPTION

IDENTIFICATION

Position Title:	Membership Specialist, Programming & Engagement
Department:	Destination Development
Reporting to:	Manager, Membership
Date Updated:	January 2019

POSITION SUMMARY

Tourism Vancouver’s 900+ member businesses provide products, experiences and services to the millions of visitors who come to Vancouver each year. The Membership team ensures members are maximizing the value of their membership and supports them in delivering exceptional experiences to visitors.

Membership Specialists serve as the main point of contact for Tourism Vancouver member businesses and are ultimately responsible for ensuring that members have the tools they need to be active and engaged. The Specialists maintain and service the existing membership base and sell new memberships by delivering a selection of Tourism Vancouver value-added programs and by providing opportunities for member interaction and business development.

The Membership Specialist, Programming & Engagement identifies and creates opportunities for members to connect and engage with industry, member businesses and Tourism Vancouver employees.

The primary role is an integral element of the department’s strategic direction and instrumental in leading member engagement initiatives through the proactive development of networking, marquee events, business and member employee development programs.

POSITION RESPONSIBILITIES

Programming, Networking & Marquee Event Management

- Develops and delivers content for a comprehensive annual member engagement calendar of workshop programs, member networking opportunities, key-note speakers and marquee events.
- Identifies timely and leading-edge program content that meets and exceeds the needs of Tourism Vancouver member businesses and that also may appeal to a non-member audience to help elevate Tourism Vancouver’s reputation as a source of insightful content.
- Coordinates and handles all event logistics, budgeting, registration, sourcing and booking venues, catering, audio-visual and other relevant event management requirements.
- Creates and distributes event invitations and manages RSVP, and all related event communications.
- Facilitates collection of event ticket revenue where applicable and maximizes opportunities for generation of non-Municipal Regional Destination Tax revenue.
- Convenes and facilitates internal teams/committees for marquee events such as Tourism Vancouver’s Annual General Meeting, Fall Ball, Christmas Luncheon and more.

- Identifies opportunities to leverage relationships with industry stakeholders (Tourism Industry Association of BC, Vancouver Board of Trade) to amplify messaging and event attendance.
- Works with the team to ensure attendance at events meets or exceeds target goals.
- Conducts post event and membership satisfaction surveys that assist with overall departmental planning and corporate measures.
- Acts as, or identifies appropriate speaking hosts, for member events where applicable.
- Manages and facilitates prize donation requests for relevant events including inventory control, silent auctions.
- Ensures adherence to event budgets and identifies opportunities to maximize event revenue opportunities.

Dine Out Vancouver Festival

- Collaborates with Manager to oversee sponsor acquisition and activation of annual *Dine Out Vancouver Festival*.
- Collaborates with and supports Membership Specialist, Experiences & Initiatives to curate and develop a compelling *Dine Out Vancouver Festival* event schedule.
- Manages volunteer recruitment as needed for Dine Out Vancouver Festival events.

Membership

- Develops and maintains relationships with existing member businesses to ensure that they are active and engaged members of Tourism Vancouver.
- Leads Membership department related social media engagement efforts.
- Actively encourages members to participate in all appropriate Tourism Vancouver sales and marketing activities and initiatives.
- Proactively supports the Membership Specialist team to educate members regarding all aspects of Tourism Vancouver membership opportunities including information on and reinforcing the benefits of membership engagement.
- Collaborates with and supports the Membership Specialist team in coordinating new member onboarding programs and membership benefits.
- Analyzes member needs to recommend relevant membership category, participation and buy-in opportunities, as well as the key Tourism Vancouver staff with which to build relationships.
- Supports the Membership team as an internal source for member information enabling other Tourism Vancouver staff to meet the needs of their respective clients in an efficient, effective and accurate manner.
- Supports the Membership Specialist team in identifying businesses that will improve the member business mix of Tourism Vancouver and increase membership revenue.
- Participates in member familiarization trips, site visits and presentations to Tourism Vancouver employees.
- Represents Tourism Vancouver at select industry and member events.
- Supports in proofing, editing and updating content for relevant Tourism Vancouver marketing initiatives, including all printed/digital guides, member's extranet, training documents, monthly Member eNews, and others as needed.
- Actively participates in the development and delivery of Destination Development annual strategic and tactical plans.

WORKING CONDITIONS

The position requires the Membership Specialist to be available for semi-regular early morning, evening, and/or occasional weekend work.

QUALIFICATIONS

- 3 – 5 years of experience in a similar role including event planning, logistics and workshop design.
- Extensive knowledge of Tourism Vancouver members and of Metro Vancouver.
- Excellent judgment skills and proven ability to lead internal teams.
- Proven ability to make sound decisions, meet deadlines, and give and take direction.
- Proven ability to establish, prioritize, accomplish goals and have high attention to detail.
- High level of comfort and experience with public speaking and engagement settings.
- Excellent verbal, written, and business presentation skills.
- Commitment to consistent service excellence and acts professionally at all times.
- Ability to work well independently yet collaboratively; consistently committed to individual, team and corporate excellence
- Ability to professionally handle difficult situations and create positive resolutions to disputes
- Innovative, creative marketing and entrepreneurial qualities are an asset
- Strong technology aptitude with excellent proficiency of CRM systems, Excel, Photoshop, PowerPoint, social media for business.
- Post-secondary education in a related field or equivalent experience

Duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either verbally or in writing.