



Director, Digital

Tourism Vancouver is powered by people ... and we are seeking a **Director, Digital** to join our award-winning team.

Who are we:

Tourism Vancouver is one of the world's most dynamic destination marketing and management organizations, with a commitment to establishing Vancouver as a must-visit destination.

Our purpose is clear: *We Proudly Champion Vancouver.*

And we live this purpose everyday in our core values as created and defined by our team:

- ✓ *We live, breathe and share Vancouver*
- ✓ *We are powered by people*
- ✓ *We are adventurous*
- ✓ *We play with purpose*

Our brand promise, "*Vancouver is a place that connects people and inspires them to live with passion*" underscores how we communicate with our customers, engage with stakeholders and service our 900+ members.

As a private, not for profit business association, our success not only supports an industry, but also adds to the global reputation and cultural, social and economic vibrancy of our great city.

The Opportunity:

Digital brings significant, broad-based opportunities for Tourism Vancouver to deliver value to members by **driving demand** for both the consumer and business markets, **increasing marketing effectiveness and ROI**, and **enhancing visitor experience** through enabling customer experience innovations.

To effectively **compete for global visitors**, destination marketing and management organizations are turning to digital to materially **advance their marketing strategies and capabilities**, and gain deep insight into the **who, what, when, where, why of the future traveler**.

The new, Director, Digital role is designed to spearhead Tourism Vancouver in building and capitalizing on these new opportunities, and to help bring its vision of being — **The most digitally enabled city in Canada** — to life.

The director will accelerate how Tourism Vancouver leverages existing and new digital platforms, technologies and partnerships to meet its mandate of delivering value to members, building a strong brand, driving visitor demand, improving the visitor experience, and ultimately impacting long term destination success. This role will report into the Chief Marketing Officer.



What We Expect of You:

- **Lead digital marketing strategy & channels** including display, search, social, mobile, digital brand and tactical campaigns, across all geographic and market segments. Provide oversight to direct reports as they plan and execute campaigns with internal teams, industry partners, and agencies.
- **Advance Tourism Vancouver's digital/data strategy** including but not limited to developing 1st-party data strategy and building a digital marketing capabilities roadmap. Additionally, leading digital/data partnerships with provincial and city-level destination marketing organizations, members and industry.
- **Enhance 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.
- **Develop new digital programs and services** that deliver value to members and help increase member engagement, marketing program participation, and facilitate new partnership opportunities.
- **Drive innovation for the business market** by leveraging digital strategies and marketing capabilities to support and grow Tourism Vancouver's Meetings and Conventions business.
- **Establish digital measurement framework.** Align digital KPIs to business and marketing scorecards and improve digital analytics to enable advance analysis of visitor data, marketing performance, and impact of digital initiatives.
- **Corporate strategy and partnership.** As subject matter expert and thought leader of digital, collaborate internally with senior leaders to develop corporate and business unit level strategies, and lead participation of joint ventures externally with key partners such as Destination British Columbia, Tourism Whistler, Destination Canada, businesses and adjacent sectors.

Qualifications

- Collaborative digital-first marketing leader with 8 years of experience leading digital marketing teams, managing full breadth of digital channels, with experience working with leading digital marketing and advertising platforms.
- Performance-focused and technology-savvy marketer with 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 standing up and scaling new digital marketing capabilities within organizations (implementing across people, process, technology).
- Experience in implementing digital transformations within a marketing organization.
- Experience building major, multi-partner partnerships and marketing programs (e.g. Tourism Network Partnership with Destination British Columbia, Connecting America with Destination Canada).
- Great collaborator with leadership team, internal teams and external partners; ability to motivate cross-functional teams.
- Leadership experience managing, coaching and providing ongoing feedback to direct reports.
- Experience collaborating and presenting to senior executives.



- Highly motivated, enthusiastic and creative about building capabilities and willing to take on new challenges and risks.
- Financial acumen and experience with budgetary control and business planning.
- Post-secondary degree from a recognized institution in marketing, communications or business administration, or equivalent education, training and experience.
- Passionate about Vancouver as an international travel destination.

How Do We Connect:

If this sounds like you because you have experience and drive and describe yourself as a dynamic, enthusiastic and collaborative leader in digital, focused on building relationships, achieving sales and marketing results as well as possess the commitment and drive to make a significant contribution to the Metro Vancouver tourism industry, we invite you to apply for this position. Please send your resume and cover letter to: careers@tourismvancouver.com.

Tourism Vancouver is an inclusive and diverse work environment and welcomes all qualified applicants.

For more information, please visit <http://tourismvancouver.com>.