



***Tourism Vancouver is powered by people ...***

***The Opportunity:*** To join Tourism Vancouver as our new ***Director, Strategic Projects***

***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 created and defined by our team:

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

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

As a private, not for profit association, we set the agenda for the tourism industry and visitor economy in Vancouver, with a broader contribution across BC and Canada.

Our success not only supports an industry, but also adds to the global reputation and cultural, social and economic vibrancy of our great city.

***Who are you:***

You love a challenge. Tackling complicated issues and capturing major opportunities motivates you. You are excited by working on large scale initiatives, those with potential for long term significant impact.

You apply a considered, determined and strategic approach to your work. Results are important to you. Knowing that you've made a difference underpins how and why you work.

You also relish a leadership challenge. Pulling together a team, generating passion for performance, ensuring results, inspiring creativity, taking responsibility, being there to support your team members, coaching them to grow and be ready for the next level of their career.

And you love breaking new ground. You are comfortable with innovation, an unfinished brief and complexity. Bringing order and direction to these situations is your strength.

Change, innovation and creativity give you energy, and you instill that energy on to others.



You are able to assemble, motivate and give direction to diverse project teams, whether they include direct reports, indirect reports, peers (both inside and outside of the organization), as well as external partners and suppliers.

You appreciate a role that allows you to change perspective. One where you are asked to work 'on the business' by serving as a member of the leadership team, defining the overall direction of the organization; or 'in the business', leading your team and projects to create or capture new opportunities to meet industry and company goals.

You welcome a highly collaborative environment; one where results matter more than egos, where 'we' is more important than 'me'. A place where 'winning together' is how things work best.

### ***What Do We Expect of You:***

Partner with the President & CEO and senior leadership team to lead the company. As an active partner, positively influence the senior leadership team in maximizing the experience of the team members, living the company values and demonstrating regularly how we support our purpose. Additionally, help lead the establishment of company strategies to ensure success, whether in the short or long term.

Drive key initiatives for Tourism Vancouver, its members and the tourism industry. These initiatives will include short and long term challenges and opportunities. Examples include leading:

- Tourism Vancouver's analysis, strategy, advocacy and communications initiatives to ensure increased supply of hotel accommodation in Downtown/Metro Vancouver;
- The development, and subsequent implementation of a long-term strategy to maximize the use of events to support Tourism Vancouver, industry and destination goals;
- Engagement with metro/regional tourism organizations to establish a regional tourism structure that positions Metro Vancouver to meet short and long term industry challenges.

Be a great external partner. Invest in relationship building and partnership opportunities with key industry organizations such as the Hotel Association of Vancouver, Vancouver Hotel Destination Association, City of Vancouver, Sport Hosting Vancouver, Metro Vancouver Destination Marketing Organizations (DMO's). Add depth and breadth to how Tourism Vancouver delivers, and receives, value from its partnerships.

Collaborate for success. Show leadership in how you help support the team-based, collaborative work environment at Tourism Vancouver. Examples of expected success will include you partnering with:

- The Vice President, Strategy and International Markets and Director, Business Intelligence to ensure Tourism Vancouver initiatives are data driven and supported by rigorous analysis;
- The CMO, to ensure Tourism Vancouver's event strategy is supported by comprehensive and cohesive marketing campaigns to drive desired visitor demand from event investments;
- The CFO and Director, Destination Development to drive new ways to enhance the visitor experience, add new products to the Vancouver tourism offering and build long-term sustainability for the industry and destination;



- The President & CEO to develop high level partnerships, both inside and outside of tourism, designed to creatively position Vancouver for future success;
- The Director, People & Culture to ensure we deliver amazing team experiences and have happy, high performing team members.

### ***Who's on Your Team:***

In this newly created role, you will report directly to the President & CEO. You will be expected to partner closely with the President & CEO to identify critical issues and opportunities, and to prioritize Tourism Vancouver's resources accordingly.

Your direct reporting relationships will be with 1 – 2 Project Managers, with potential to add to this team in the next 12 – 24 months.

Additionally, you will be expected to lead multiple project teams, comprised of direct and indirect reports, as well as external partners and resources.

### ***What Will Our Shared Success Look Like?***

We will see the value of your contribution by achieving a significantly higher level of clarity about Tourism Vancouver's future environment and activities. This will include completion and adoption of 'mission critical' plans for hotel supply, events and regional coordination; as well as additional projects that will be defined in partnership with your Leadership team colleagues.

Our team will feel the impact of your contribution in greater efficiency in managing our workload, specifically the balance between short and long term needs.

You will be known as a leader who is helping to pave the way for future success of our team, and the industry at large.

Through your leadership and high level of engagement with key partners, our industry will be known as one that is understood and valued by Vancouverites and local stakeholders.

Your colleagues will acknowledge and appreciate your partnership approach; the team member engagement scores for your team, and the company will reflect well on how you've made a positive impact on our culture.

### ***How Do We Connect About this Great Opportunity?***

If this sounds like you as a collaborative senior leader who possesses 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](mailto: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>.