



## **International Sales and Marketing Manager, Americas**

We have the best jobs in the city because *we are powered by people* and Tourism Vancouver is seeking an **International Sales and Marketing Manager, Americas**, to join our award-winning team to promote Metro Vancouver as an international tourism destination.

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.

**Please note:** Weekends, after-hour business functions and extensive travel is required.

If you have 5 – 7 years of experience in a similar role and describe yourself as a dynamic and enthusiastic leader, focused on building relationships, sales results and 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](mailto:careers@tourismvancouver.com).