



Manager, International Markets, Asia

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

The Manager, Asia is responsible for maximizing Vancouver's international tourism market share and expenditure. 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 Vice President, Strategy, International Markets, the Manager is a leader in all aspects of Tourism Vancouver's sales and market development activities in the Asian markets – specifically China and Japan. 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.

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.

Weekends, after-hour business functions and extensive travel is required.

If this sounds like you because you have experience and describe yourself as a dynamic and enthusiastic leader, focused on building relationships, achieving sales and marketing 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.