



Social Media Specialist

Tourism Vancouver is enthusiastically seeking a **Social Media Specialist** to join our award-winning team.

Who Are We:

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

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 700+ members.

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

Tourism Vancouver provides a diverse, equitable and inclusive work environment.

The Opportunity:

The **Social Media Specialist** is an essential brand voice for the destination and the organization and provides an authentic connection to our target audiences through all stages of their trip planning and post-trip advocacy.

Reporting to the Manager, Digital & Social Media, the **Social Media Specialist** is responsible for the day-to-day management of Tourism Vancouver's social media channels, including engagement and community management, running paid social campaigns, and blog operations, which are consistent with Tourism Vancouver's brand voice and digital strategy.

This dynamic role will be responsible for management of social media in the domestic and international markets and will provide guidance and support to external vendors who may be contracted by Tourism Vancouver in foreign-language markets.

What We Expect of You:

You love where you work and play and connecting with the world through your influence in social media. You are creative with tons of initiative to tell unique stories about your city. You are highly curious and thrive in finding new ways to do things and share experiences. You influence your friends and family through creative and diverse content; people follow you and want your life! You are passionate about Vancouver!

The responsibilities:

- Creates, curates and posts written and visual content for Tourism Vancouver social media channels and audiences including leisure and business travellers, travel trade, meetings and associations, and corporate stakeholders.
- Guides social media content development for foreign language markets and audiences in accordance with the overall editorial calendar and digital strategy.
- Assists with editorial responsibilities for corporate blog site, including the development and on-going management of the editorial calendar, and supporting contesting, content syndication and partnerships.
- Provides in-house organizational support and boosting of social media campaigns.
- Monitors community engagement to ensure conversations are appropriate to mitigate potential risk to the organization, destination and/or members.
- Continually seeks out new and emerging opportunities for content distribution and community building.
- Keeps apprised of ongoing technology and best practices changes in social media and digital marketing.



- Fosters collaboration and creates opportunities for alignment with members, and local community events and stakeholders.
- Other responsibilities and projects as required and assigned by Tourism Vancouver.

Working Conditions:

This position is based in Tourism Vancouver's newly renovated corporate offices with majestic views of the North Shore mountains and close proximity to transit and downtown amenities. The majority of the work will take place during regular operating hours, Monday to Friday. Some flexibility is required to support activities that may occur outside the standard operating hours, and/or on weekends. There may be some opportunity for working from home.

Qualifications:

- You really want this job!
- 3+ years of experience in a similar role in a sales and marketing organization
- Online community management experience, including best practices and achieving associated Key Performance Indicators (KPIs)
- Experience spearheading paid social media campaigns, including strategy to maximize the campaigns objectives, and managing budgets
- Experience using Facebook's Business Manager
- Understanding of audience targeting/retargeting on Facebook/Instagram
- Proven intermediate Photoshop or other image editing software knowledge
- Knowledge of MS Word, Excel and PowerPoint
- Experience with Content Management Systems (Wordpress)
- Experience and familiarity with Google Analytics
- Copywriting experience in similar or related industry
- Proven ability to establish, prioritize, accomplish goals and have attention to detail.
- Able to work well independently yet co-operatively; consistently committed to individual, team and organizational excellence
- Demonstrated innovative, creative marketing and entrepreneurial qualities an asset
- Acts with a high level of professionalism at all times; diplomatic and uses strong decision making and judgement
- Possesses a very curious and positive attitude, highly motivated and proven ability to take initiative
- Able to meet deadlines, take direction and pay attention to detail
- Commitment to sales/service excellence
- Experience in travel and tourism marketing an asset
- Knowledge of and experience with HTML and CSS an advantage
- Passionate about Vancouver as a place to live, work, play, experience and explore
- Post-secondary education in digital marketing, communications and design is preferred and/or equivalent work experience

How Do We Connect:

If this sounds like you because you have experience and drive and describe yourself as enthusiastic and fun, collaborative and focused on sharing content with the world, building relationships and achieving results, we invite you to apply for this exciting, high profile position. Please send your resume and cover letter to: careers@tourismvancouver.com by **May 28, 2021**.

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

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