



## ***Travel Trade & Media Specialist***

Are you motivated by being part of a strategy led, insights driven, and industry partnered organization with a dedicated team that is supporting rebuilding the tourism industry?

Destination Vancouver is enthusiastically seeking a ***Travel Trade & Media Specialist***, to join our award-winning team.

### **Who Are We:**

We are a dynamic Destination Management organization delivering on a mandate for destination development and promotion that makes Vancouver a must visit global destination. We responsibly strive for a triple bottom line approach of People, Planet & Profit to measuring destination success through advocacy and responsible destination stewardship.

As a progressive, strategy led, insights driven and industry partnered organization, we provide business intelligence to public, private and civic partners to drive and influence decision making.

Our Purpose is: *To transform our communities and our visitors through the power of travel.*

Our Mandate is: *To support Vancouver's tourism industry in developing their experiences, and promoting Vancouver in target Canadian, US, and International markets.*

Our Mission is: *To responsibly rebuild a sustainable visitor economy to \$13B by 2026.*

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.

Destination Vancouver believes in and provides a diverse, equitable and inclusive work environment.

### **The Opportunity:**

The ***Travel Trade & Media Specialist*** is a member of the Destination Promotion team and provides support to the International Markets and Communications teams. The purpose of the Destination Promotion team is to inspire travel to Vancouver, by promoting Vancouver as a premiere leisure and business travel destination to the world's travel media, influencers, travel agents and tour operators.

Reporting to the *Market Manager, International Markets and Manager, Communications*, this position supports showcasing Vancouver by leading with the destination brand to educate and inform the travel trade and to promote the destination with travel media in both domestic and core International markets.

This position is ideal for an individual who is motivated by an organization's values and culture, is highly organized and adaptable, an effective communicator and dedicated to service excellence.

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

You love where you live, work and play. You are highly curious, driven by connecting with others and achieving meaningful results through collaboration. You thrive in finding new ways to do things and to share new ideas and experiences through your abilities as a skilled communicator. You are a dynamic and fun Team Member and you are passionate about Vancouver!

### **KEY ACCOUNTABILITIES:**

- Support the International Markets and Communications teams and contribute to travel trade (tour operators and travel agents selling in-bound travel to Vancouver) and media strategies and tactics in alignment with Destination Vancouver's business plan.
- Plan, coordinate and host travel trade and media groups in Vancouver for their in-destination orientation trips.
- Provide destination training to travel trade, by sharing Vancouver's brand and destination member experiences. Conduct regular media pitching with the goal to place Vancouver travel stories in media around the world.
- Assist in the planning and execution of in-destination (Vancouver) and in-market promotional activities including media event coordination, and travel tradeshow support.

### **KEY RESPONSIBILITIES:**

#### **Itinerary Coordination:**

- Coordinates logistics for itineraries for trade and media visits including liaising with Destination Vancouver members, media, trade partners, suppliers, destination partners and community representatives.
- Hosts travel trade Familiarization groups and media press trips in Vancouver. Some evenings and weekends may be required.

#### **Destination Training for Travel Trade:**

- Updates the *Vancouver Specialist* online destination training program, including updating Destination Vancouver's featured members; refreshing imagery and any other content updates.
- Develops and executes travel trade webinars, including the *Virtually Vancouver* webinar series to enhance product knowledge for *Vancouver Specialists* partners.

#### **Communications and Media Relations:**

- Writes, edits, distributes and assists with corporate and internal communications (including member newsletter editing and distribution of news releases).
- Handles daily travel media inquiries (includes fact checking, sending story pitches and following up on image and b-roll requests).
- Creates and deploys *Trade Talk* and *Fresh*, Destination Vancouver's monthly travel trade and travel media e-newsletters, as well as quarterly *Vancouver Specialist* news-flash e-newsletter using Destination Vancouver's online Customer Relations Management (CRM) platform.
- Conducts regular maintenance of the media section of the Destination Vancouver website (includes posting news releases, updating online media kit and other media-driven web content).
- Leads event coordination of special media projects (e.g. *Dine Out Vancouver Festival*).
- Responds to questions, imagery requests and provides recommendations for Vancouver to travel agents, *Vancouver Specialists* and travel media as required.

#### **Administrative:**

- Issues Destination *Experience Passes* for distribution to visiting travel journalists/influencers, travel agents and tour operator product teams.
- Maintains Destination Vancouver's trade and media database.
- Media Tracking: Gathers Destination Vancouver-influenced print, broadcast, online and social media coverage of Vancouver and uploads into the CRM.
- Runs monthly media tracking reports in an accurate and timely manner.

- Provides miscellaneous administrative support as required.

### **Work Environment:**

This position is based in Destination Vancouver's newly renovated corporate offices with majestic views of the North Shore mountains and 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 is the opportunity for a hybrid working from home environment from time to time.

*The health and safety of our team is our top priority and the expectation is that all Destination Vancouver Team Members be fully vaccinated for Covid-19.*

### **Qualifications:**

- Experience in the Tourism and/or Public Relations/Marketing sectors preferred.
- Knowledge of media relations, public relations, communications and marketing strategies, planning and execution.
- Excellent organization, coordinating, planning and time management skills, detail-oriented with strong multi-tasking abilities.
- Able to consistently meet multiple deadlines, take direction and pay attention to detail.
- Excellent communication skills, written and verbal, strong presentations skills (including webinars).
- Possess a high level of professionalism, maturity, diplomacy and judgment regarding decision-making and fostering positive interpersonal relationships.
- Able to work well independently and collaboratively; committed to individual, team, corporate and industry excellence.
- Possess a curious and positive attitude, highly motivated and proven ability to take initiative.
- Demonstrated commitment to service excellence.
- Strong technology skills, including Microsoft Office and PowerPoint. Basic online photo editing; familiar with online e-newsletter applications an asset.
- Confident using social media (Instagram) for business purposes.
- Passionate about Vancouver as a place to live, work and play, experience and explore.
- Post-secondary education in tourism, public relations, communications, marketing and/or related experience.
- A second language is an asset (for example: French, Spanish, German).

### **How Do We Connect?**

If this sounds like you because you have the knowledge, ambition and drive and describe yourself as enthusiastic and fun, collaborative and focused on building relationships and achieving results, we invite you to apply for this exciting new position. Please send your resume and cover letter to: [careers@destinationvancouver.com](mailto:careers@destinationvancouver.com) by **Friday, January 7, 2022**.

*Destination Vancouver believes in and provides a diverse, equitable, and inclusive work environment and we welcome applications from women, racially visible individuals, people with disabilities, Indigenous peoples, and LGBTQ+ persons.*

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