

Director, Visitor Experience & Engagement

Are you motivated by showcasing Vancouver as a place to live, work and explore?

Is the development of strategy to enhance visitor experiences a passion for you?

Do you have knowledge of and experience in creating digital platforms that provide great user experiences?

If so, Destination Vancouver's ***Director, Visitor Experience & Engagement*** role could be the right match for you. This is a new leadership position reporting to the Vice President, Global Marketing, which oversees the development and management of visitor journey planning and in-market experiences, to help Destination Vancouver transform our communities and our visitors through the power of travel.

The role of the Director is to guide the development of a visitor experience strategy and to develop and manage the tools and systems to deliver on that strategy. The Director will consider the visitor experience from across the entirety of the visitor journey and will use data to create personalized experiences. This will aid in improving the visitor's planning and in-market experience, as well as to deliver on the goals of Destination Vancouver and its members.

Strategic Accountabilities:

- Lead the focus on optimizing the Vancouver visitor experience.
- Develop strategies for end-to-end visitor journey management through digital and offline channels.
- Oversee the development, implementation and management of visitor experience channels, including website.
- Oversee digital properties supporting a variety of organizational objectives and partners.
- Oversee visitor data management, data driven marketing tools, and other digital platforms.

Specific responsibilities include:

- Champions the Vancouver visitor experience, to service the needs of travellers during trip planning and in-destination servicing.
- Strategizes, develops and manages all digital properties to provide a unified and optimized traveler experience.
- Develops strategies to support members and other destination objectives through visitor experience management.
- Oversees the team managing incoming inquiries from visitors including Destination Vancouver's Volunteer Ambassador program.
- Develops strategies and tactics for the Meetings & Conventions (M&C) website, foreign language sites, international digital marketing properties, *Vancouver Specialist Program*, as well as various other digital properties.
- Oversees SEO efforts. Management of SEM efforts in collaboration with Consumer Marketing and other teams.
- Oversees digital property UX.
- Manages Data Hub implementation, works with Vice President, Global Marketing on Data Hub management.
- Manages platforms and tools used to drive visitor experiences.
- Plans and manages the business unit budget.
- Plans and oversees first party data efforts including data usage, management and privacy.

What Are We Looking For?

We are seeking a new Team Member with a minimum of five (5) years in leadership within experience management, with a focus on digital and brand management. A background in developing and implementing strategic plans, including budget development and oversight, and attaining buy-in from a variety of constituencies is required.



Demonstrated knowledge of underlying technologies influencing the planning and development of digital platforms and an understanding of data management and data privacy issues are also important.

Excellent verbal, written and business presentation skills offer the ability to work across functions, understanding and integrating the needs of a multi-faceted organization and contribute to effective negotiation and mediation outcomes. Organization, analytical, creativity, critical thinking with and business acumen are necessary qualifications for the role.

Equally critical to the role is proven leadership and management ability to motivate teams to excel and drive business through superior motivational, team building and leadership skills.

Post-secondary education in a related field and/or equivalent experience is an asset.

Who Are We?

Destination Vancouver is one of the world's most dynamic Destination Organizations, delivering on a mandate for destination development and promotion that makes Vancouver a must visit global destination. It responsibly strives for a triple bottom line approach to measuring destination success through people, planet, and profit. As a private, not for profit business association, continued relevancy equals success by supporting the industry and building a competitive global destination brand.

Destination Vancouver has a fabulous product and a powerful brand. Its brand promise, Vancouver is a place that connects people and inspires them to live with passion, underpins how it communicates with potential customers, engages with stakeholders, and services its 800+ members.

What Do We Offer?

This position is based in Destination Vancouver's corporate offices with majestic views of the North Shore mountains and proximity to transit and downtown amenities.

We are proud to offer a competitive total rewards program including 3-weeks' vacation to start, incentive plan, extended health care, Health Spending Account, matching RRSP program, transit reimbursement, Team Member Referral program, generous paid time off, training and development opportunities. Destination Vancouver believes in and supports work/life balance and hybrid working opportunities.

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

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

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 positive and long-term client relationships and achieving sales results, we invite you to apply for this exciting position. Please send your resume and cover letter to:

careers@destinationvancouver.com

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