

Manager, Consumer Marketing

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

Is the development of effective and inspiring creative marketing campaigns a passion?

Do you have strong motivational, team building and leadership skills?

If so, Destination Vancouver's ***Manager, Consumer Marketing*** role could be the right match for you. Reporting to the Director, Brand & Marketing, the Manager contributes to overall corporate success and delivers organizational objectives by coordinating and executing the strategies of Destination Vancouver's communication and marketing plan.

The Manager creates and implements programs and marketing campaigns which will promote Vancouver in target Canadian, US and International markets to help rebuild Vancouver's sustainable visitor economy. They are responsible for identifying and developing strategies that will help the organization in achieving its overall objectives, as well as for managing the implementation of those strategies to maximum effectiveness. Identifying and implementing marketing strategies which will maximize return to participating members is a crucial part of this role, and wherever possible, programs are developed which will include and be enhanced by strategic partnerships.

Strategic Accountabilities:

- Lead the development of consumer marketing campaigns.
- Work with team in the development of audience strategies to determine where marketing initiatives will have maximum impact.
- Collaborates with various partners to ensure marketing investment has maximum support from industry and members.
- Create opportunities for integration of community and residents into initiatives.
- Oversee use of social channels to support marketing objectives – integrating into initiatives and managing always on approach.

Specific responsibilities include:

- Develops the annual consumer marketing plan, devised to meet organizational goals and objectives, that is then communicated with Destination Vancouver's members and industry partners.
- Engages with agency partners to develop creative approaches and media executions to deliver on plans.
- Assesses potential audiences and develops an audience strategy that will effectively deliver on marketing goals.
- Works with Destination Vancouver's Business Insights team to develop campaign evaluation framework and marketing attribution framework.
- Manages the establishment of any promotions or other tactics devised to support campaigns.
- Creates and implements cross-promotion opportunities that may exist or any value that can be added to the program either via partner distribution channels, contra product or cash investment.
- Ensures that programs are running smoothly by overseeing the reporting process, handling certain individual member issues, answering questions, providing instruction and counsel and seeking regular weekly updates.
- Works collectively and with other departments to execute promotions for the Consumer Program or for/with signature or marketing partners. For example, Destination Vancouver's *Dine Out Vancouver Festival*.
- Develops and maintains relationships with contacts from media vendors.
- Negotiates value-add components and unpaid promotional space for the most viable option for program's media mix now or in the future.
- Manages Consumer Marketing budgets. Allocates spend throughout the year by market and initiative, keeping a log of all expenditures and revenues, managing purchase orders, approving invoices, and preparing billing requisitions for commissions, participation fees and partner commitments.
- Works with social media team to establish objectives and develop always on approach for social channels.



- Collaborates with Destination Vancouver's Content team to developing distribution plan for Social Channels. Establishes ongoing newsroom approach aligned to organizational goals.
- Hires, trains, coaches and provides ongoing performance feedback to direct reports.

What Are We Looking For?

We are seeking a new Team Member with five (5) years of experience in a similar role with proven leadership and management ability to motivate teams to excel and drive business. Experience in developing and implementing strategic plans and attaining buy-in from a variety of constituencies both inside and outside the organization is also critical as is experience in building performance oriented digital marketing programs.

Excellent verbal, written and business presentation skills assist contribute to producing creative campaigns that drive results as well as result in effective negotiation and mediation skills. Organization, analytical, creativity, critical thinking with strong project-management and communications skills, and business acumen are necessary for the role.

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>