

## ***Manager, Content Marketing***

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

Do you love to tell stories through the creation of engaging content?

Are you a positive, creative and strategic thinker?

If so, Destination Vancouver's ***Manager, Content Marketing*** role could be the right match for you. Reporting to the Director, Brand & Marketing, the Manager, Content Marketing, is responsible for overseeing the creation of content that aids Destination Vancouver in delivering against its purpose of supporting Vancouver's tourism industry in developing their experiences, and promoting Vancouver in target Canadian, US, and international markets.

The Manager leads the strategic planning and creation of content to deliver against organizational objectives including the storytelling that helps build the brand and differentiates Vancouver from other destinations. Role responsibilities also consists of overseeing the planning, development, management and distribution of the content.

### **Strategic Accountabilities:**

- Lead the development of content marketing programs.
- Work with the team in the development of content distribution planning to ensure maximum value is derived from content efforts.
- Steer destination storytelling to bring the Vancouver brand to life.
- Oversee content production and management.
- Ensure the availability of assets to deliver against organizational requirements.

### **Specific responsibilities include:**

- Oversight of a content creation team.
- Leads destination storytelling through the development of content strategy and manages content for owned storytelling platforms (e.g., websites and blog) to support overarching marketing goals.
- Works with Destination Vancouver's marketing team to develop content calendar based on strategic objectives and collaborates with Social Marketing team to coordinate on requirements and determine best approach for delivery.
- Partners with other organizational departments to determine content requirements and ensure appropriate delivery.
- Creates a newsroom approach to content that creates connections and engages audiences with Vancouver's "makers", members, industry, and communities.
- Manages digital asset management including rights management.
- Oversees content translation and transcreation for global marketing including Europe, China and Mexico.
- Manages collaboration with influencers and content creators.
- Oversees production of content for Newsletters
- Leads content partnerships and external partner alignment (e.g. Destination BC, Destination Canada and others.)
- Develops and maintains contacts with content creation vendors.
- Manages Content Marketing budgets and allocate spend throughout the year by market and initiative, maintaining a record of all expenditures and revenues, managing purchase orders, approving invoices.

### **What Are We Looking For?**

We are seeking a new Team Member with five (5) years of experience working in a content creation, brand management or leadership role which involved developing and implementing strategic plans and attaining buy-in from a variety of constituencies both inside and outside the organization.



Organization, analytical, creativity, critical thinking with strong project-management and communications skills, and business acumen are necessary for the role. Proven leadership and management ability to motivate teams to excel and drive business; superior motivational, team building, and leadership skills are also required.

Able to make sound decisions and recommendations, meet project deadlines, take direction as well as initiative the ideal person for this role is innovative, creative, entrepreneurial in outlook and has experience with strategic business planning and able to work well independently yet co-operatively with others. Using excellent verbal and written presentation skills, the successful candidate will demonstrate effective negotiation and mediation outcomes.

Experience in producing digital, print and video assets as well as planning and management of budgets are necessary. Post-secondary education in tourism marketing or 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](mailto:careers@destinationvancouver.com)

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