

## Manager, Corporate Communications

- ✓ Are you an agile communicator and quick thinker?
- ✓ What about an exceptional storyteller and writer who can create a narrative in any medium and in any style?
- ✓ Are you excited about Vancouver as a place to live, work, play, experience and explore?

If so, Destination Vancouver's **Manager, Corporate Communications** role could be the right match for you. Reporting to the Director, Communications & Stakeholder Engagement and working in collaboration with the team's other manager, corporate communications, this role supports the development and implementation of Destination Vancouver's communications strategy, tactical communications initiatives and development of compelling stories.

The Manager is a resource for internal teams in developing stakeholder and external communications and providing strategic communications counsel. The role works to advance Destination Vancouver's strategic priorities and strengthen the organization's reputation.

### Strategic Accountabilities:

- Develop communications tools including (but not limited to) project-specific comms plans, messaging, briefing notes, news releases and take them from initial draft through to completion.
- Identify, message and manage emerging issues that can affect the organization, destination and/or our industry partners. Quickly grasp complex issues and understand their implications for the organization.
- Manage corporate and stakeholder communications to ensure clear, consistent, effective and timely messaging to key audiences.
- Support the development and implementation of effective advocacy and communications initiatives that raise the profile of programs, and of Destination Vancouver and industry priorities.
- Work with internal teams to ensure the Destination Vancouver story is told consistently and in a timely manner to all relevant stakeholders.
- Collaborate with key industry organizations and partners including the City of Vancouver, Destination BC, Destination Canada, PavCo, YVR, and the Port of Vancouver.

### What are we looking for?

- We are looking for candidates with at least five (5) years of demonstrated experience in corporate and strategic communications, including expertise in media relations, issues management, speech writing, and content development.

- Superior ability to write, edit and create compelling content is absolutely essential for this role. A portfolio will be requested and there will be a writing test for short-listed candidates.
- Work with a range of traditional media to manage and coordinate proactive media relations activities and provide strategic counsel to internal colleagues.
- Ability to respond to reactive media requests appropriately, and to brief and message designated spokespeople.
- Someone who can see across the entire organization and understand how all the pieces fit together. Identify gaps that communications can address and where communications can add value.
- Experience in government relations or industry advocacy to all relevant levels of government is an asset.
- The ability to build and maintain strong partnerships internally and externally.
- Must possess strong organizational skills and be able to manage competing workstreams to deliver simultaneous projects and meet tight deadlines.
- Maintains a keen interest in news (general, business and industry) and politics.
- Exceptional attention to detail. Demonstrated initiative, diplomacy and sound judgement.
- Curiosity and ability to grow with the role.
- Fluency in written and spoken English is required, with fluency in additional language(s) an asset. Post-secondary education in a related field, or an equivalent combination of education and experience is required.

### **Who are we?**

Destination Vancouver is one of the world's most dynamic destination management organizations, delivering on a mandate of destination development and promotion that positions Vancouver as a must visit global destination.

Our purpose is to transform our communities and our visitors through the power of travel. This underpins everything we do and how we communicate with potential clients, engage with partners, and support our 800+ members.

Destination Vancouver has a fabulous product and a powerful brand. Our success is measured through the triple bottom line approach of an equal emphasis on people, planet and prosperity. And as a private, not-for-profit business association, our continued relevancy is based on supporting our industry, responsibly and sustainably managing the destination, and building a competitive global destination brand.



### **What do we offer?**

This role is based in Destination Vancouver's corporate office with proximity to transit and downtown amenities.

We are proud to offer a competitive total rewards program including 3 weeks' vacation (15 days) to start, an annual recognition plan, extended health care, health spending account, personal spending account, matching Group RRSP program, transit reimbursement, Team Member Referral program, training and development opportunities, and a flexible work environment.

**Expected starting salary range:** \$80,000 - \$90,000

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

### **How do we connect?**

If this sounds like you because you have the knowledge, experience and drive, and describe yourself as enthusiastic and fun, collaborative and focused on building positive and long-term relationships, we invite you to apply for this exciting position.

Please send **your resume and cover letter** to [careers@destinationvancouver.com](mailto:careers@destinationvancouver.com). Applications without an accompanying cover letter will not be considered. The deadline to apply is **September 30, 2024**.

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