

Manager(s), Travel Media & Public Relations

Do you want to be part of Destination Vancouver's award-winning **Marketer of the Year** team?

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

Do you love to tell stories through the power of media?

Destination Vancouver is currently expanding its Travel Media team and seeking to fill two *Travel Media & Public Relations* positions:

Manager, Travel Media & Public Relations (PR) – *this is a regular full-time position*
and
Acting Manager, Travel Media & Public Relations (PR) - *this is a maternity leave position from*
November 2023 – December 2024

Reporting to the Director, Market Development, both roles focus on inspiring travel to Vancouver by generating editorial media coverage in key markets around the world. This includes running the visiting journalist program as well as proactive media relations and PR activities (events, campaigns) to increase destination awareness in all key markets (US, Canada, Mexico, Australia/NZ, UK/Germany)

Strategic Accountabilities:

- Oversees the Travel Media & PR activities in alignment with Destination Vancouver market strategies.
- Develops proactive Travel Media & PR market plans in collaboration with Travel Trade, Consumer Marketing and Meetings & Conventions teams.
- Proactively secures media stories in core markets that portray Vancouver's desirability as an international travel destination.
- Represents Destination Vancouver at key media conferences and events.
- Manages and mentors Travel Media & PR Specialists on the Market Development team.

Specific responsibilities include:

- Manages one full-time Travel Media Specialist
- Provides a high-level of service to qualified media and social media influencers/content creators in key international markets such as story support, image/b-roll provision, fact checking, and/or visit assistance.
- Manages press trips each year (group and individual) including media hosting/guiding when groups are in Vancouver.
- Works closely with Destination Vancouver members, Destination BC, Destination Canada, other Destination Marketing Organization (DMO) partners and community representatives to develop press trip itineraries and generate stories.
- Develops and strategically pitches compelling story ideas to targeted media in key trade and international markets.
- Develops and oversees production of all media tools: monthly media newsletter, news feed, fact sheets, Ambassador list and media kits.
- Develops and executes special media/PR projects that meet Destination Vancouver's strategic objectives (for example: Dine Out Vancouver Festival).



- Oversees development, maintenance and use of media database and distribution lists using Simpleview Customer Relations Management (CRM) system. Oversees deployment of a monthly media newsletters letter through Act-On as well as oversees tracking of travel media coverage by Travel Media Specialists.
- Develops and manages annual budget and strategic plan for the PR department.
- Represents Destination Vancouver at relevant industry events.
- Represents Destination Vancouver at media conferences, for example: IMM New York, GoMedia Canada and Travel Classics.
- Represents Destination Vancouver at annual desk-side media pitching missions to North American publications centers such as, San Francisco/LA; and key visitor cities, including Seattle and Calgary.
- Collaborates with internal Destination Vancouver lines of business (Travel Trade, Consumer Marketing, Meetings & Conventions, Destination Development & Membership, Destination Events) to develop PR/media relations and publicity programs to support sales efforts and/or organizational goals.
- Oversees reporting and ensures key performance indicators are achieved.
- Provides ongoing formal and informal performance feedback to the Travel Media Specialists.
- Conducts webinars and presentations to Destination Vancouver's members, Team Members and other external stakeholders.
- Other responsibilities as required by Destination Vancouver.

What are we looking for?

We are seeking two Team Members with a minimum of 2 years of experience working in a similar media/PR and/or communications leadership role.

Proven experience running press trips for North American and international media. Excellent command of the English language as well as strong writing, verbal and presentation skills and required. In-depth knowledge of media, Public Relations, communications, tourism marketing, preferably in a destination marketing organization.

Ability to work and communicate effectively with tourism industry stakeholders, for example: local and international media, Destination Vancouver Board members & senior leaders, city council members, government officials are a must.

The ideal candidate is also a proven leader, people manager with experience providing feedback and coaching.

Post-secondary education in Communications, Public Relations, Journalism or a directly related field and/or equivalent experience.

Who are we?

Destination Vancouver is one of the world's most dynamic Destination Management 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?

These positions are 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 plus paid personal days, annual incentive plan, extended health care, transit reimbursement, Team Member Referral program, training and development opportunities.

Starting base salary range: \$73,300 to \$86,100

Destination Vancouver believes in and supports work/life balance and flexible/hybrid working opportunities.

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

How do we connect?

If either role 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 results, we invite you to apply for one of these exciting positions. Please send your resume and cover letter to: careers@destinationvancouver.com

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