



Market Manager, North America

Are you motivated by seeing the results of your business development initiatives?

Are relationship building and collaborative approaches your strengths?

Do you love Vancouver as a place to live, work, play, experience and explore?

If so, Destination Vancouver's **Market Manager, North America** role could be the right match for you. Reporting to the Director, International Markets, the *Market Manager, North America* role is responsible for promoting Vancouver to key travel providers and influencers in target markets to grow leisure visitation and revenues from Canada and USA.

Developing and maintaining strong relationships with Vancouver industry partners and clients including tour operators, travel agencies, receptive tour operators, on-line travel agents (OTA), airlines, as well as other distribution partners, the Market Manager, North America (CDA and USA) will develop and execute business development strategies to grow Vancouver's visitor economy responsibly and sustainably in alignment with destination development objectives through collaboration with marketing, travel media, and meetings and conventions, and other internal business units to build integrated market strategies.

What Are We Looking For?

The suitable candidate is relationship-oriented, collaborative, and proactive in identifying the right business opportunities to achieve Destination Vancouver's business priorities, expand visitation, and grow market share in key markets.

Previous experience includes 5 years tourism related experience in business development and sales ideally in the Canadian and US market(s). Knowledge of marketing concepts and practices and experience with destination travel products preferred. Excellent communication and presentation skills (verbal and written) are required with the ability to problem-solve and think critically and creatively. Proven research, analysis and negotiation and financial management skills are important along with ability to work under pressure in an organized and reliable manner.

Willingness, ability and flexibility to travel are critical requirements. Proficiency in Outlook, Word, Excel, PowerPoint and CRM tools are necessary. While fluency in English is required, other languages could be an asset.

Who Are We?

Destination Vancouver is one of the world's most dynamic Destination Organizations, delivering on a mandate for destination management 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 prosperity. 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, work/life balance and a flexible work schedule. Business travel is required for the role.

The health and safety of our Team Members is our priority, and it is expected that all Team Members be fully vaccinated for Covid-19.

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, 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>