

## **Marketing Specialist**

Destination Vancouver is delighted to be seeking a **Marketing Specialist** to join our award-winning team.

*Is Vancouver a place where you love to live, work and play?*

*Does the idea of marketing Vancouver as a destination excite you?*

*Do you describe yourself as equal parts right brain/left brain?*

*Are you interested in working in a culture where values are aligned with your own?*

Reporting to the Manager, Marketing, the **Marketing Specialist** is a member of the Destination Promotion team and ensures aspects of Destination Vancouver's Business Plan are accomplished to the highest standards. The Marketing Specialist will collaborate and work with all business units to support the execution of multi-channel marketing plans and tactics. The Specialist will manage marketing and administration on projects that support the strategic direction and efficiency of the business unit and will work collaboratively with Destination Vancouver's agency partners, members and industry stakeholders to ensure alignment and maximize productivity.

The Specialist role is multi-faceted, supportive, and cross-functional, requiring a broad understanding of marketing and operational tools including administrative systems (CMS and CRM) and visual asset management platforms. An understanding of marketing fundamentals, digital graphic design and production are all assets for this role.

This position is ideal for a candidate who is highly organized and flexible, a critical thinker, motivated to find creative solutions, and who loves an opportunity to learn to think differently.

### **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 700+ members.

### **What We Expect of You**

You love where you work and play and telling the Vancouver story. You are highly curious and thrive in finding new ways to do things and share new ideas and experiences. You are a dynamic Team Member, and you are passionate about Vancouver!

#### **Key Accountabilities:**

- ✓ Marketing Support and Integration (30%)
- ✓ Visual Imagery Support (30%)
- ✓ Design and Production Support (20%)
- ✓ Administration (20%)

## **Key Responsibilities:**

### **Marketing and Campaign Support:**

- Sources and collects content for campaign elements such as landing pages, social media and partner channels.
- Supports the development and tactical implementation of campaigns in designated markets including quality control and brand compliance of all campaign outputs, proofreading, editing, event coordination and logistics support.
- Manages website updates and quality control of campaign landing page content.
- Manages contests including Destination Vancouver member outreach and prize development, updating of terms and conditions, corresponding with contest prize winners (may include assistance with trip planning/itinerary building).
- Reviews incoming marketing overtures for opportunities and alignment with the organization's strategies.
- Builds and maintains production schedules and calendars.

### **Visual Imagery Support:**

- Assists with facilitation of imagery acquisition (video and photography).
- Assists with photo and video shoots (including assistance with locations, model releases and run of show).
- Facilitates outreach to photographers and videographers to secure signed agreements (and/or renewals for the organization's photography/video needs).
- Fulfills image requests and vetting approvals for image use by non-members.
- Uploads content to the new Digital Asset Management system.

### **Design & Production Support:**

- Uses ad templates and design software for simple design and layouts, image adjustments and re-sizing.
- Liaises with external design agencies and freelancers to ensure brand compliance on outsourced work.
- Maintains internal and external (Destination Vancouver member) toolkits for graphics and visual brand elements.
- Assists with the facilitation of monthly electronic mail programs including story and image sourcing, deployment, database upkeep and tracking.

### **Administration:**

- Manages ongoing administration of promotions.
- Supports financial management of project budgets and reporting.
- Initiates contractual agreements.
- Tracks and monitors project performance.
- Supports other projects and business units as required.

## **What Do We Offer?**

We are proud to offer a competitive total rewards program including competitive base salary, 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.

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?**

You are committed to team excellence and have outstanding verbal and written communication skills with creative writing ability an asset.

Your strengths include using web related technology including web-based admin tools and extranets. You are proficient with MS Office, Outlook, CRM and other office systems and have knowledge of design tools an asset (i.e., Adobe Creative Suite, Lucidpress).

As well, you have demonstrated time-management/project management skills with an attention to detail for managing multiple deadlines.

If this sounds like you because really want this job and you have the knowledge, ambition and drive and describe yourself as creative, enthusiastic and fun, collaborative and focused on building relationships and achieving 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>