

Public Relations Specialist

Are you motivated by being part of a strategy led, insights driven, and industry partnered organization with a dedicated team that is supporting rebuilding the tourism industry?

Destination Vancouver is enthusiastically seeking a ***Public Relations Specialist*** to join our award-winning (*Marketer of the Year!*) team.

The Opportunity:

The ***Public Relations Specialist*** is a member of the Market Development team. The purpose of the Market Development team is to inspire travel to Vancouver, by promoting Vancouver as a premiere leisure and business travel destination to the world's travel media, influencers, travel agents and tour operators.

Reporting to the *Manager, Communications*, this position supports showcasing Vancouver by leading with the destination brand to promote the destination with media in both domestic and core international markets.

This position is ideal for an individual who is motivated by an organization's values and culture, is highly organized and adaptable, an effective communicator and dedicated to service excellence.

Strategic Accountabilities:

- Contribute to PR strategies and tactics in alignment with Destination Vancouver's business plan.
- Plan, coordinate and host media groups in Vancouver for their in-destination trips.
- Conduct regular media pitching with the goal of placing Vancouver stories in media around the world.
- Assist in the planning and execution of in-destination (Vancouver) and in-market promotional activities, including media event coordination.

Key Responsibilities:

Itinerary Coordination:

- Coordinates logistics for itineraries for media visits including liaising with Destination Vancouver members, media, suppliers, destination partners and community representatives.
- Hosts media press trips in Vancouver, evenings and weekends may be required.

Public Relations and Communications:

- Writes, edits, distributes and assists with communications (including member newsletter editing and distribution of news releases).
- Responds and vets daily travel media inquiries (includes fact checking, sending story pitches and following up on image and b-roll requests).
- Works with Destination Vancouver Team Members to create content and deploy *Trade Talk* and *Fresh*, Destination Vancouver's monthly travel trade and travel media e-newsletters using Destination Vancouver's online Customer Relations Management (CRM) platform.
- Conducts regular maintenance of the media section of Destination Vancouver's website (includes posting news releases, updating online media kit and other media-driven web content).
- Leads event coordination of special PR projects (e.g. *Dine Out Vancouver Festival*).
- Proactively liaises with members and community representatives to support the build out of Vancouver Ambassadors.
- Responds to questions, imagery requests and provides recommendations to media as required.



Administrative:

- Issues Destination *Experience Passes* for distribution to visiting travel journalists and influencers.
- Maintains Destination Vancouver’s media database.
- Media Tracking: Gathers Destination Vancouver-influenced print, broadcast, online and social media coverage of Vancouver and uploads into the CRM.
- Runs monthly media tracking reports in an accurate and timely manner.
- Provides miscellaneous administrative support as required.

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 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 1000+ members.

What Do We Offer?

This position is based in Destination Vancouver’s newly renovated corporate offices with majestic views of the North Shore mountains and proximity to transit and downtown amenities. The majority of the work will take place during regular operating hours, Monday to Friday. Some flexibility is required to support activities that may occur outside the standard operating hours, and/or on weekends. Destination Vancouver believes in and supports work/life balance and hybrid working opportunities.

The health and safety of our team is our top priority and the expectation is that all Destination Vancouver Team Members be fully vaccinated for Covid-19.

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

What Are We Looking For?

You love where you live, work and play. You are highly curious, driven by connecting with others and achieving meaningful results through collaboration. You thrive in finding new ways to do things and to share new ideas and experiences through your abilities as a skilled communicator. You are a dynamic and fun Team Member and you are passionate about Vancouver!

You also possess:

- Experience in Public Relations/Marketing and/or Tourism sectors preferred.
- 1 – 2 years’ experience in media relations, public relations, communications and marketing strategy, planning and execution.
- Excellent organization, coordinating, planning and time management skills, detail-oriented with strong multi-tasking abilities.
- Able to consistently meet multiple deadlines, take direction and pay attention to detail.
- Excellent communication skills, written and verbal, strong presentations skills (including webinars).
- Possess a high level of professionalism, maturity, diplomacy and judgment regarding decision-making and fostering positive interpersonal relationships.
- Works well independently and collaboratively; committed to individual, team, corporate and industry excellence.
- Possesses a curious and positive attitude, highly motivated and proven ability to take initiative.



- Demonstrated commitment to service excellence.
- Strong technology skills, including Microsoft Office and PowerPoint. Basic online photo editing, familiar with online e-newsletter applications is an asset.
- Confident using social media for business purposes.
- Passionate about Vancouver as a place to live, work and play, experience and explore.
- Post-secondary education in public relations, communications, marketing and/or related experience.
- A second language is an asset (for example: French, Spanish, German).

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 relationships and achieving results, we invite you to apply for this exciting new position. Please send your resume and cover letter to: careers@destinationvancouver.com

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