



Social Media Specialist

Are creative marketing, innovation and social media influencing your strengths?

Are you passionate about the opportunity to promote Vancouver's incredibly diverse, and vibrant cultural, culinary, architectural, language and arts offerings?

Do you love where you live, work and play?

If so, Destination Vancouver's ***Social Media Specialist*** role could be the right match for you. This position is ideal for a person inspired by the opportunity to manage Destination Vancouver's social media channels in domestic and international markets.

As a member of the Destination Promotion team, the ***Social Media Specialist*** oversees engagement and community management, runs paid social campaigns and blog operations according to Destination Vancouver's brand voice and digital strategy.

Key accountabilities include:

- Ensuring campaigns achieve desired KPI's
- Ensuring brand guidelines are closely adhered to in all communications
- Coordinating on-site social media activations
- Maintaining on-line Event Calendar on a day-to-day basis
- Assisting with blog publishing operations
- Creating and curating content for Meetings & Conventions markets

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 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?

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 hybrid work opportunities.

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?

The ideal candidate has experience in a similar role in a sales and marketing organization and is committed to staying current with technology and best practice changes in social media and digital marketing.

Skilled at strategizing and spearheading paid social media campaigns that maximize objectives and meet budgets, the successful applicant can work effectively both independently and within a team context. Strong knowledge and use of Content Management Systems (Wordpress), Google Analytics, Facebook's Business Manager, Photoshop and Microsoft suite is required.

If this sounds like you because you have the knowledge, ambition and drive and describe yourself as enthusiastic and fun, collaborative and focused 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

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