



## ***Specialist, Content Marketing***

Do you love to tell stories through the creation of engaging content?

Do you thrive in a fast-paced, high-output environment?

Do you want to be part of a team recently awarded ***Marketer of the Year?***

If so, Destination Vancouver's ***Specialist, Content Marketing*** role could be the right match for you. Reporting to the Manager, Content Marketing, the Specialist, Content Marketing, assists with the creation of content that aids the Destination Vancouver on delivering against its purpose of supporting Vancouver's tourism industry in developing their experiences, and promoting Vancouver in target Canadian, US, and international markets.

The Specialist will play a pivotal role in executing the content strategies that deliver against Destination Vancouver's objectives, executing creative storytelling that helps build the brand and differentiates Vancouver from other destinations. They assist with the development, management and distribution of the content.

### **Key Accountabilities**

- Execute on content marketing programs.
- Work with the team in content distribution to ensure maximum value is derived from content efforts.
- Assist with destination storytelling to bring the Vancouver brand to life.
- Coordinate content planning and production.
- Support content management systems.
- Ensure the availability of assets to deliver against organizational requirements.

### **Key Responsibilities**

The responsibilities include but are not limited to the following:

- Contribute to destination storytelling and content calendar based on strategic objectives.
- Collaborate with internal departments as needed to determine content requirements and ensure appropriate delivery.
- Engage with agency partners, production companies, freelancers and other third-party suppliers and talent to deliver assets effectively and efficiently.
- Build connections and engage audiences with Vancouver's creators, members, industry, and communities.
- Coordinate and attend photo and video shoots as needed.
- Assist with content for websites and blog with SEO top of mind.
- Support digital asset management, including rights management.
- Support content translation and transcreation for global marketing including Europe, China and Mexico.
- Coordinate production of content for email newsletters in alignment with content calendar and departmental needs.
- Coordinate purchase orders and invoice payment for content partners and vendors within the Content Marketing budget, keeping a log of expenditures and revenues.
- Support the Manager, Content Marketing with administrative duties as required.

### **What are we looking for?**

A new Team Member who is passionate about Vancouver as a place to live, work, play, experience and explore.

Qualifications include a minimum of 2 years of related content creation or coordination in a similar role. The successful candidate will possess strong ability to communicate clearly and effectively, verbal, written and interpersonally. Along with understanding of brand standards, a keen attention to detail and strong proofreading and editing abilities are a must.



Knowledge of and experience with brand voice applications and SEO best practices are requirements as well as familiarity with content platforms including web CMS, email marketing and Adobe Creative Cloud. Experience producing digital, print and video and video editing skills are considered an asset.

Ability to self-start and balance multiple deadlines in a busy work environment as well as collaborate effectively with a dynamic team are also required.

Post-secondary education in a 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 of destination development and promotion that positions Vancouver as a must visit global destination.

Our purpose is *to transform our communities and our visitors through the power of travel*. This underpins everything we do and how we communicate with potential clients, engage with partners, and support our 800+ members.

Destination Vancouver has a fabulous product and a powerful brand. Our success is measured through the triple bottom line approach of an equal emphasis on people, planet and prosperity. And as a private, not-for-profit business association, our continued relevancy is based on supporting our industry, responsibly and sustainably managing the destination, and building a competitive global destination brand.

### **What do we offer?**

This role is based in Destination Vancouver's corporate office with sweeping 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 (15 days) to start, an annual incentive/recognition plan, extended health care benefits, health spending account, personal spending account, matching Group RRSP program, transit reimbursement, Team Member Referral program, training and development opportunities.

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 this sounds like you because you have the knowledge, experience and drive, and describe yourself as enthusiastic and fun, collaborative and focused on building positive and long-term relationships, we invite you to apply for this exciting position.

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

Please send your resume and cover letter to [careers@destinationvancouver.com](mailto:careers@destinationvancouver.com)

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