

Specialist, Marketing Services

Are you an organized, critical thinker and problem-solver?

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

Are you passionate about Vancouver as a place to live, work, play, experience and explore?

If so, Destination Vancouver's ***Specialist, Marketing Services*** role could be the right match for you. Reporting to the Manager, Marketing Services, the Specialist, Marketing Services contributes to the overall organizational objectives by managing the production of marketing assets and the planning and execution of activations that deliver against Destination Vancouver's communication and marketing strategies.

The role of the Specialist is to support the development of all marketing assets, B2B events and activations for the Meetings & Conventions (M&C) sales team, as well as other departments as required. The Specialist is responsible for working with internal teams and external suppliers to execute on assets, events and programs.

This role is key to Destination Vancouver's mandate of supporting Vancouver's tourism industry in developing their experiences and promoting Vancouver in target Canadian, US and international markets.

Key Accountabilities

- Execute Meetings & Conventions projects and events, with a keen understanding of the department's various audiences
- Be an internal brand steward, ensuring compliance across all outputs
- Increase internal M&C client satisfaction by delivering high quality production outputs and activations - on-brand, on-time and on-budget.

Responsibilities

The responsibilities of the role include but are not limited to the following:

- Works closely with the Manager and internal clients from the M&C (and other) departments to execute Marketing solutions and deliver other collateral outputs, according to brand standards, quality expectations and budget.
- Understands the organization's goals and objectives and applies strategic thinking to determine optimal approaches to tasks.
- Executes on projects that will include bid book development, video production, on-site experiences/activations, campaign deliverables and ad units (print and digital), promotional items, apparel, signage & banners, trade show logistics, presentation decks and other deliverables.
- Engages with internal teams and agency partners, production companies, freelancers and other third-party suppliers to deliver marketing project outputs effectively and efficiently.
- Key user of the M&C department's internal platforms and tools. For example: True Tour and Marq, training will be provided.

What Are We Looking For?

Qualifications include a minimum of 2 years of production, agency and/or marketing experience with involvement in trade shows, industry conferences, and in-person events. Experience in developing digital assets and working with digital platforms and a background in applying and enforcing brand standards against production work; ability to collaborate with a broad set of stakeholders is critical. Strengths include excellent



verbal and written communication, ability to produce strong creative that drives results and a proactive attitude. Negotiation skills are an asset as is experience in copywriting for business audiences.

Technology skills include proficiency with both Microsoft Office and Google Suite and knowledge/use of project management tools or software. Adobe Creative Suite an asset.

Post-secondary education in a related field and/or equivalent experience is necessary, ideally supported by Trade Show and Event experience or certification.

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, and a flexible work environment.

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.

Please send your resume and cover letter to careers@destinationvancouver.com

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