

## ***Social Media & Email Marketing Specialist***

Are you motivated by showcasing Vancouver as a great place to live, work and explore?

Are you passionate about social media marketing and content creation?

Do you describe yourself as positive, curious, creative, innovative and motivated?

Do you have experience in the travel and tourism sector?

If so, Destination Vancouver's ***Social Media & Email Marketing Specialist*** role could be the right match for you. Reporting to the Manager, Consumer Marketing, the ***Social Media & Email Marketing Specialist*** is responsible for the day-to-day management of Destination Vancouver's social media channels targeting the travel media and meetings and conventions segments.

### **Strategic Accountabilities:**

- Develop strategically sound social media strategies to achieve the goals and objectives of Destination Vancouver's Trade and M&C teams.
- Develop strategically aligned content calendars to deliver on short and long-term strategies.
- Create and curate content to execute on defined strategies.
- Plan and implement targeted email marketing campaigns aimed at B2B partners and leisure travelers.
- Assist with blog publishing operations and analytics.
- Ensure brand guidelines are closely adhered to in all communications.

### **Specific responsibilities include:**

- Creates, curates and posts written and visual content for Destination Vancouver's social media and email marketing audiences including leisure, business travelers, meetings and associations, and corporate stakeholders.
- Tracks and analyzes key performance metrics for social media and email marketing efforts, including audience growth, engagement, click-through and conversion rates.
- Monitors community engagement to ensure conversations are appropriate to mitigate potential risk to the organization, destination and/or Destination Vancouver's member/partners.
- Assists with editorial responsibilities for corporate blog site, including the development and on-going management of the editorial calendar.
- Collaborates with internal stakeholders, tourism partners, and influencers to source content.
- Keeps apprised of ongoing technology and best practices changes in social media and email marketing.
- Other responsibilities and projects as required and assigned by Destination Vancouver.

### **What Are We Looking For?**

We are seeking a new Team Member with social media management experience, ideally within the travel/tourism industry, including an understanding of best practices and the achievement of associated KPIs. A background in spearheading paid social media campaigns, including strategy to maximize the campaigns' objectives, and managing budgets is necessary as is experience in developing social strategies and content plans to deliver against them.

- You love Vancouver as a place to live, work, play, experience and explore!
- Familiarity with social media platforms (LinkedIn, Twitter, etc.) and email marketing tools (Act-On, Insider, Mailchimp etc.)
- Experience in developing social strategies and content plans to deliver against them.
- Strong written and verbal communication skills with the ability to craft engaging content tailored to B2B and B2C audiences.



- Analytical skills with the ability to interpret social media and email marketing metrics to measure campaign performance and make data-driven decisions.
- Basic graphic design skills and experience in using tools such as Canva to create visual content is a plus.
- Ability to work collaboratively with cross-functional teams, including Marketing, Meetings & Conventions, and Travel Trade, to support B2B marketing initiatives.
- Experience with Content Management Systems (Wordpress) and Google Analytics is an asset.
- Possess a high level of professionalism, maturity, diplomacy and judgment regarding decision-making.
- Experience in the travel and tourism sector is an asset, with experience in the Meetings & Events industry a strong asset.

Essential strengths include the ability to work well both independently and co-operatively and to establish, prioritize and accomplish goals and pay attention to detail. Personal characteristics are a high level of professionalism, maturity, diplomacy and judgment regarding decision-making, and a consistent commitment to individual, team and corporate excellence.

Post-secondary education in digital marketing, communications and design is preferred and/or equivalent experience.

### **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?**

This position is based in Destination Vancouver's corporate offices with majestic 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 to start, incentive plan, extended health care, Health Spending Account, Personal Spending Account, matching RRSP program, transit reimbursement, Team Member Referral program, generous paid time off, 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.

Starting base salary range: \$50,000 - \$56,900

### **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 positive and long-term client relationships and achieving sales 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>