

Social Media 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 Specialist** role could be the right match for you. Reporting to the Manager, Consumer Marketing, the **Social Media 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 ensuring brand guidelines are closely adhered to in all communications.
- Plan and buy media, as required, to support strategies.
- Ensure campaigns achieve the desired Key Performance Indicators (KPIs).
- Assist with blog publishing operations.

Specific responsibilities include:

- Creates, curates and posts written and visual content for Destination Vancouver's social media channels and audiences including leisure and business travelers, travel trade, meetings and associations, and corporate stakeholders.
- Guides social media content development for foreign language markets and audiences in accordance with the overall editorial calendar and digital strategy.
- Assists with editorial responsibilities for the corporate blog site, including the development and on-going management of the editorial calendar, and supporting contesting, content syndication and partnerships.
- Provides in-house organizational support and boosting of social media campaigns.
- Monitors community engagement to ensure conversations are appropriate to mitigate potential risk to the organization, destination and/or members.
- Continually seeks out new and emerging opportunities for content distribution and community building.
- Keeps apprised of ongoing technology and best practices changes in social media and digital marketing.
- Fosters collaboration and creates opportunities for alignment with members, and local community events and stakeholders.

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.

An understanding of audience targeting/retargeting on Facebook/Instagram is a bonus, as is proficiency with Content Management Systems (Wordpress) and Google Analytics. Copywriting experience in similar or related industry ideally within Meetings and Events would be beneficial.

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, 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 hybrid working 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?

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

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