

## ***Specialist, Travel Trade, North America***

Are you motivated by being part of a strategy led, insights driven, and industry partnered organization with a dedicated team that is actively partnered to rebuild the tourism industry?

Destination Vancouver is enthusiastically seeking a ***Specialist, Travel Trade, North America*** to join our award-winning (*Marketer of the Year!*) team.

### ***The Opportunity:***

The ***Travel Trade Specialist, North America*** is a member of the Market Development team and provides support for the Market Manager, North America. The purpose of the Market Development team is to inspire and influence travel to Vancouver, by promoting Vancouver as a premiere leisure travel destination to the world's media, influencers, travel agents and tour operators as well as developing and maintaining key airline partnerships.

This position supports showcasing Vancouver by leading with the destination brand to promote the destination with travel trade in core markets (Canada, United States and Mexico).

This position is ideal for an individual who is motivated by an organization's values and culture, is highly organized and adaptable, an effective communicator and dedicated to service excellence.

### **Strategic Accountabilities:**

- Support the Market Development team and contribute to its strategies and tactics in alignment with Destination Vancouver's market strategies.
- Strengthen Vancouver's presence with key retail travel agencies.
- Support the Market Manager's efforts to develop relationships with key tour operators, wholesalers and receptive tour operators.
- Coordinate and host familiarization tours and client site inspections.
- Maintain up to date records in CRM, budget and KPI tracking.

### **Key Responsibilities:**

- Plan, coordinate and execute destination familiarization tours and client site inspections, including itinerary development, contracting suppliers, budget controls, hosting, implementation and client follow up.
- Service general inquiries from travel agents, tour operators and receptive tour operators, including issuing Destination Vancouver's Destination Experience Pass.
- Facilitate and deliver presentations to clients in-person as well as in webinar format (live and pre-recorded).
- Prepare for the Market Manager and Director to attend tradeshow and oversee follow-up that results from attending these events, including data entry in SimpleView (CRM), processing of business leads and referrals and related follow-up.
- Ensure the database of clients/key accounts in the relevant markets is maintained and kept current and consistent with best practices.
- Lead the development and execution of team projects, such as the monthly Trade Talk e-newsletter on behalf of the Market Development team.
- Contribute to the updating the Themed Itineraries and Vancouver Specialist Program content in collaboration with the Market Development team.
- Prepare monthly KPI reports for travel trade activities.
- Update a quarterly budget tracking report of all travel trade market expenditures.
- Assist the Market Development team with tasks related to in-market event planning.
- Support the Market Manager with the development of agent incentives and promotion of the Vancouver Specialist Program in core markets.
- Attend in-market tradeshow and events as required.
- Assist with the coordination of cooperative marketing projects as needed, such as sourcing images, video and copy.
- Collaborate with the Marketing team in the development of marketing collateral for tradeshow and events.



- Maintain familiarity with trends, research, developments and challenges affecting designated markets as well as Vancouver product knowledge.
- Attend local Destination Vancouver member and industry events as needed.
- Provide cross-over support to internal team members.

### ***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 prosperity. 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 newly renovated corporate offices with majestic views of the North Shore mountains and proximity to transit and downtown amenities. The majority of the work will take place during regular operating hours, Monday to Friday. Some flexibility is required to support activities that may occur outside the standard operating hours, and/or on weekends.

Destination Vancouver believes in and supports work/life balance and hybrid working opportunities.

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

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

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

You love where you live, work and play. You are highly curious, driven by connecting with others and achieving meaningful results through collaboration. You thrive in finding new ways to do things and to share new ideas and experiences through your abilities as a skilled communicator. You are a dynamic and fun Team Member and you are passionate about Vancouver!

You also possess:

- Passionate about Vancouver as a place to live, work and play, experience and explore.
- Experience a similar role in the Tourism industry with marketing experience preferred.
- Experience coordinating itineraries.
- Excellent organization, coordinating, planning and time management skills, detail-oriented with strong multi-tasking abilities.
- Able to consistently meet multiple deadlines, take direction, and pay attention to detail.
- Excellent communication skills, written and verbal.
- Possess a high level of professionalism, maturity, diplomacy and judgment regarding decision-making and fostering positive interpersonal relationships.
- Works well independently and collaboratively; committed to individual, team, corporate and industry excellence.
- Possesses a curious and positive attitude, highly motivated and proven ability to take initiative.
- Demonstrated commitment to service excellence.
- Strong technology skills, including Microsoft Office.
- Post-secondary education in tourism, communications, marketing and/or related experience.
- A second language is an asset (for example: Spanish).



***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 relationships and achieving 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>