



Travel Trade & Media Specialist

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

Are you passionate about the opportunity to represent the incredibly diverse, and vibrant cultural, culinary, architectural, language and arts community Vancouver has to offer?

Are you dedicated to service and love where you live, work and play?

If so, Destination Vancouver's a ***Travel Trade & Media Specialist*** role could be the right match for you. This position is ideal for a person motivated by the opportunity to showcase Vancouver through educating and informing the travel trade industry and by promoting the destination with travel media in domestic and core international markets.

As a member of the Destination Promotion team, the ***Travel Trade & Media Specialist*** provides support to the International Markets and Communications teams. The purpose of the Destination Promotion team is to inspire travel to Vancouver, by promoting Vancouver as a premiere leisure and business travel destination to the world's travel media, influencers, travel agents and tour operators.

Key accountabilities include:

- Supporting the International Markets and Communications teams and contributing to travel trade (tour operators and travel agents selling in-bound travel to Vancouver) and media strategies and tactics in alignment with Destination Vancouver's business plan.
- Planning, coordinating, and hosting travel trade and media groups in Vancouver for their in-destination orientation trips.
- Providing destination training to travel trade, by sharing Vancouver's brand and destination member experiences. Conducting regular media pitching with the goal to place Vancouver travel stories in media around the world.
- Assisting in the planning and execution of in-destination (Vancouver) and in-market promotional activities including media event coordination, and travel tradeshow support.

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 700+ members.

What do We Offer?

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, work/life balance and a flexible work schedule.



Destination Vancouver believes in and provides a diverse, equitable, and inclusive work environment and we welcome applications from women, racially visible individuals, people with disabilities, Indigenous peoples, and LGBTQ+ persons.

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?

The ideal candidate has experience in the Tourism and/or Public Relations/Marketing combined with a strong knowledge of media and public relations, communications and marketing strategies, and planning and execution. A strong multi-tasker with excellent communication and presentation skills to foster effective working relationships and the ability to use diplomacy and judgement regarding decision making is being sought. Having strong technology skills including familiarity with e-newsletter applications is an asset as is the ability to speak a second language.

If this sounds like you because you have the knowledge, ambition and drive and describe yourself as enthusiastic and fun, collaborative and focused building relationships and achieving results, we invite you to apply for this exciting new position. Please send your resume and cover letter to: careers@destinationvancouver.com

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