



## **Director, Communications & Stakeholder Engagement**

Destination Vancouver is looking to welcome a **Director, Communications & Stakeholder Engagement** to our award-winning team.

### **Who Are We:**

We are a dynamic Destination Management organization delivering on a mandate for sustainable destination development and promotion that positions Vancouver as a must visit global destination. We focus on delivering value by through a responsible triple bottom line approach of People, Planet & Profit to measure destination success.

As a progressive, strategy lead, insights driven and industry partnered organization, we provide business intelligence to public, private and civic partners to drive and influence decision making.

**Our Purpose is:** *To transform our communities and our visitors through the power of travel.*

**Our Mandate is:** *To support Vancouver's tourism industry in developing their experiences, and promoting Vancouver in target Canadian, US, and International markets.*

**Our Brand Promise,** *"Vancouver is a place that connects people and inspires them to live with passion",* underscores how we communicate with our customers, engage with stakeholders and service our 700+ members.

As a private, not for profit business association, our success supports an industry as well as adds to the global reputation and cultural, social, sustainable, and economic vibrancy of our great city.

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

### **The Opportunity:**

Reporting to the Vice President, Strategy & Business Development, the **Director of Communications & Stakeholder Engagement** will lead Destination Vancouver's corporate communications strategy and act as the leading resource for internal and public communications including media relations, government relations and advocacy strategies. The Director of Communications & Stakeholder Engagement provides leadership to advance Destination Vancouver's strategic priorities and strengthen the organization's reputation. The Director is responsible for cultivating strong relationships with internal teams, and various stakeholders and vendors to help action and achieve Destination Vancouver's development and promotion goals and strategies.

This position is an integral contributor to the Senior Leadership Team (SLT), a key resource for Destination Vancouver's team, Board of Directors, and the communications partner on a variety of strategic initiatives in the organization. The position is directly accountable for operations and leadership within the Communications team. The incumbent manages the timely coordination of communications through a variety of channels to ensure ease of access, clarity, and consistency of Destination Vancouver information.

The Director is an experienced corporate communications professional and recognized team player, thought leader, and problem solver. They are flexible and able to perform well under deadline and crisis pressure. They are a champion of progressive actions and motivate others to achieve their greatest potential.



### **What We Expect of You:**

You love where you live, work and play. You are highly curious, driven to get meaningful results, and thrive in finding new ways to do things and share new ideas and experiences. You are a dynamic Team Member and you are passionate about Vancouver!

### **Strategic Accountabilities:**

- Development and oversight of the Corporate Communications operational plan and budget.
- Support advocacy and communications initiatives with stakeholders including Destination Vancouver's Board of Directors, members, other industry leaders and government.
- Provide leadership and guidance to direct reports and Destination Vancouver Team Members.
- Anticipate, evaluate, and execute strategic direction to support risk management.
- Develop and maintain collaborative relations with key industry stakeholders.

### **Key Responsibilities:**

#### **CORPORATE STRATEGY**

- Works closely with the Senior Leadership Team (SLT) to develop Destination Vancouver's overall communications, public relations, government relations and advocacy plans to ensure the development and implementation of strategically aligned priorities and initiatives.
- Reviews existing internal, external and government communications policies, initiatives, and best practices to ensure strategic alignment.
- Develops, monitors, and reports on corporate communications strategic objectives and accomplishments.
- Contributes to Destination Vancouver's annual strategic planning process.
- Advises senior leaders on key process and developments related to crisis management and communications and supports decision making on crisis management and reputational risk issues.
- Leads production and design of all corporate publications and communications in accordance with brand guidelines including Destination Vancouver's Business Plan and Quarterly Performance Report.

#### **CORPORATE COMMUNICATIONS & STAKEHOLDER ENGAGEMENT**

- Creates public relations plan for the organization to cultivate and enhance meaningful relationships with targeted external audiences, including the media and key influencers.
- Develops and implements innovative and effective media relations, advocacy and communications initiatives that raise the profile of programs and Destination Vancouver priorities.
- Manages and protects Destination Vancouver's corporate reputation with a vast array of stakeholders.
- Responds to media inquires and manages issues that can affect the organization, destination and/or industry partners.
- Develops presentations, speeches, key messages, and other corporate messaging.
- Plans, coordinates, writes, and edits stories and articles for owned and earned media channels.
- Works collaboratively with internal Digital and Content team to develop and implement an editorial calendar and targeted digital strategies to engage corporate audiences via social media and website.
- Collaborates with with key industry organizations including the City of Vancouver, Vancouver Hotel Destination Association, Destination BC, Destination Canada, and others.
- Engages with Destination Vancouver's partners and stakeholders and provides relevant information and updates.
- Identifies opportunities to support storytelling, news releases, program announcements, and partnerships.
- Develops and/or edits briefing notes, reports, and action requests to the SLT, the Board, and/or government stakeholders where appropriate.
- Evolves with corporate communication needs as required.

## GOVERNMENT RELATIONS

- Leads and/or coordinates tourism industry advocacy efforts at the local, provincial and federal government levels including engaging with members and industry to identify, align, and focus advocacy efforts. This includes working with Tourism Industry Association of BC, Tourism Association of Canada, the Coalition of BC Tourism & Hospitality and industry associations and partners such as BC Hotel Association and the Vancouver Airport Authority.

## LEADERSHIP & TEAM DEVELOPMENT

- Provides strategic communications expertise and guidance to senior leadership, Board members/committees and Team Members to promote an aligned, informed, and collaborative team environment.
- Develops and provides training to Team Members to support media requests, communication initiatives and goals.
- Establishes and monitors team performance and development, assigns accountabilities, sets objectives, establishes priorities, and conducts ongoing performance feedback discussions.
- Works with the Director, People & Culture to nurture the People Strategy through an effective communication plan and foster team engagement and information sharing.
- Develops, maintains, and implements internal communications templates, documents and tools where required.
- Manages the Communications budget including planning and tracking of expenditures and quarterly reforecasting.
- Guides team on confidential materials and sensitive matters.
- Supports initiatives and corporate direction to ensure a diverse, equitable and inclusive workplace.

## **Key Qualifications:**

- Senior-level experience in a strategic communications role. Prior work within a marketing organization an asset.
- In-depth knowledge of corporate communications, media relations, public relations, government relations, advocacy, and project and event management.
- Experience leading and influencing internal teams.
- Experience working with international teams and/or clients an asset.
- Experience with multi-levels of government (local, provincial, federal).
- Strong ability to collaborate and communicate effectively with a wide variety of industry stakeholders, e.g. Board members, internal teams, senior industry leaders, local, provincial and federal governments.
- Excellent command of the English language including written, verbal and presentation skills.
- Excellent judgment and the ability to make critical decisions; skilled in conflict resolution and problem solving.
- Exercises patience, empathy, diplomacy, reasoning and discretion in all situations.
- Proven self-starter, proactive, innovative, and adaptable.
- Highly effective project management, prioritization, multi-tasking, and time management to meet deadlines.
- Post-secondary education in Communications, Public Relations, Journalism or related field, and/or equivalent experience.

## **Work Environment:**

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. There may be some opportunity to occasionally work from home.



*The health and safety of our team is a top priority and the expectation is that all Destination Vancouver Team Members be fully vaccinated.*

**How Do We Connect?:**

If you have the experience and qualifications, are motivated, committed to excellence, enthusiastic and have the dedication to make a significant contribution to Destination Vancouver and the tourism industry, we invite you to apply for this exciting new position by sending your resume and cover letter to [careers@destinationvancouver.com](mailto:careers@destinationvancouver.com) by **Friday, October 29, 2021**.

*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.*

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