



Specialist, Marketing Services

*Destination Vancouver is looking to welcome a **Specialist, Marketing Services** 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 Manager, Marketing, the **Specialist, Marketing Services** is a member of the Destination Promotion team and shares responsibility to ensure all aspects of Destination Vancouver's creative and production services are accomplished to fulfill the organization's destination development and destination promotion goals.

The Specialist is responsible for supporting the creation of content that aligns with Destination Vancouver's Brand and organizational strategies. The Specialist works closely with internal team members in all business units, industry partners, clients, and stakeholders to deliver on content and marketing needs. The Specialist is involved in all areas of production services from creation through execution.

The successful candidate will be a self-starter who is creative, adaptable, and who finds ways to make content stand out. They will be a strong communicator who is highly organized with a keen eye and attention to detail.

What We Expect of You:

You love where you live, work and play. You are very organized, collaborative, and motivated to get meaningful results. You are known for being a dynamic Team Member and you are passionate about Vancouver!

Strategic Accountabilities:

- Develop, prioritize, and manage processes to respond and coordinate internal content, marketing, and production services requests.
- Provide ongoing management of the image gallery and fulfillment of internal and external requests.
- Support the coordination of visual asset production from concept development through post-production.



- Source and coordinate external suppliers and provide training and governance of Destination Vancouver's Brand standards.

Key Responsibilities:

CONTENT DEVELOPMENT & DISTRIBUTION

- Coordinates and maintains creative asset inventory including photography, b-roll, and video.
- Manages Destination Vancouver's image gallery including sourcing content from industry partners based on Brand guidelines and uploading and tagging content to Digital Asset Management platform.
- Coordinates distribution of Destination Vancouver content to external partners to expand reach and create greater awareness for Vancouver.
- Identifies gaps and opportunities for Vancouver development and promotion content in internal and external distribution.

PROJECT LOGISTICS

- Develops and administers processes for creative requests and approvals.
- Ensures accurate usage of Brand standards and trademarks for the organization.
- Builds and maintains internal editorial content calendar, maintains production schedule, project timelines, timesheets and docket system using production and project management software.
- Works with internal business units to brainstorm concepts, fulfill marketing and marketing services requirements. This includes Consumer Marketing, Trade and Media Relations, Meetings & Conventions, Communications, Destination Development and Visitor Servicing.
- Secures quotes and maintain relationships with a variety of external suppliers including freelance writers, bloggers, photographers, and videographers.
- Facilitates supplier partnership agreements and manages renewals.
- Coordinates photo shoots and supports on-site execution including film permits, model releases and photo usage rights.
- Develops performance indicators for projects, tracks, and analyses performance to measure the effectiveness of created content.
- Maintains project budgets and ongoing administration including purchase orders and invoices.

PRODUCTION SERVICES

- Provides in-house services for simple ad design, resizing, and layout using advertising templates and design software to support corporate documents, online and print promotions.
- Proofreads and edits copy for promotions, editorial content, and corporate documents.
- Supports development and execution of industry and client events.
- Lends support to internal operations, as required.

Key Qualifications:

- You really want this job!
- Internal logistics experience. Project management experience an asset.
- Critical thinking, agility, and time management skills. Ability to prioritize, take initiative and meet deadlines in a fast-paced environment.
- Knowledge and application of Brand standards.
- Experience in basic graphic design and working with graphic production programs including Photoshop and Adobe Creative Suite.
- Strong command of English for proofreading and editing promotional and corporate copy.
- Experience with video production an asset
- Basic knowledge of digital file types such as .jpg .tif .gif .png .mov .mp4
- Awareness of digital marketing trends and industry best practices.
- Familiarity working with and deciphering priorities of a variety of stakeholders.
- An exceptional team player who is also able to work well independently.
- Passionate about where you live and helping Vancouver be seen on a global scale.



- Post-secondary degree/diploma in a related field and/or equivalent experience.

Responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either verbally or in writing.

Work Environment:

This position is based in Destination Vancouver's newly renovated corporate offices with majestic views of the North Shore mountains as well as proximity to transit and downtown amenities. Most 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 for Covid-19.

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 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>