



## ***Specialist, Marketing Services***

Is showcasing your creative marketing skills in a fast-paced environment important to you?

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

Do you love where you live, work and play?

If so, Destination Vancouver's ***Specialist, Marketing Services*** role could be the right match for you. This position is ideal for a self-starter who is creative, adaptable, and who finds ways to make content stand out. Motivated by generating meaningful results using an organized, collaborative approach this role is perfect for a strong communicator.

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

The Specialist is involved in all areas of production services from creation through execution and 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.

### **Key accountabilities include:**

- Developing, prioritizing, and managing processes to respond and coordinate internal content, marketing, and production services requests.
- Providing ongoing management of the image gallery and fulfillment of internal and external requests.
- Supporting the coordination of visual asset production from concept development through post-production.
- Sourcing and coordinating external suppliers and provide training and governance of Destination Vancouver's Brand standards.

### **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 a minimum 3 years of experience in a similar role and is competent in basic graphic design and working with graphic production programs including Photoshop and Adobe Creative Suite. Project management experience and familiarity with digital marketing trends and industry best practices are also assets. Video production and marketing media editing strengths will also contribute to your candidacy.

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](mailto:careers@destinationvancouver.com)

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