

## ***Director, Destination Events***

*Are you motivated to elevate Vancouver's brand as a major events destination on the world stage?*

*Are you driven by the opportunity to promote our incredibly diverse and vibrant city and community to the Events industry?*

*Are you known for your strong strategic and innovative outlook and for being a brilliant collaborator?*

If so, Destination Vancouver's ***Director, Destination Events*** role could be the right match for you.

Reporting to the Vice President, Meetings, Conventions and Events, the ***Director, Destination Events*** will lead Destination Vancouver's focus in the Event industry which includes cultural and lifestyle events, sport, and business events (C&LSB).

The Director is a skilled leader and effective communicator who will play a key role in orchestrating the coordination and maximization of Vancouver's event opportunities which continue to build and leverage Vancouver's global reputation as desired event destination.

The Director will be responsible for looking at new and innovative ways of partnering with and supporting Vancouver's existing community of event and festival organizers and identifying new event opportunities and partners that add depth to Vancouver's offerings. These events create positive impacts on the visitor economy while delivering on people, planet, and prosperity outcomes.

The Director will also be the lead point of contact for Destination Vancouver's partnership work with Sport Hosting Vancouver (SHV). Working collaboratively in support of SHV efforts to secure high profile sport focused events that build and enhance Vancouver's reputation as a sport hosting destination.

The Director provides leadership and coaching to their direct reports, collaborates with Destination Vancouver's Director team to build culture, and deliver results according to the organizational mandate and business plan.

The Director will ensure strategic business plans are implemented as well as financially and operationally managed for responsible and sustainable events portfolio growth. The Director will analyze event performance, identify potential risks, and actions to mitigate.

The Director is accountable for the business unit budget and performance defined for event strategy and development activities.

### **Key Strategic Accountabilities**

1. Develop an events management strategy that aligns and improves macro sector (C&LSB) coordination to maximize city capacity, seasonality, and existing and new event opportunities that represents a diverse global destination brand offering.
2. Lead and partner with Vancouver's event producers, Federal, Provincial and City of Vancouver government and civic stakeholders to build and leverage a Team Vancouver approach to event management.
3. Create, manage, and communicate a triple bottom line approach to event impact.
4. Understand and track Vancouver's competitiveness ranking against global cities for attracting and retaining major events (C&LSB).

Other responsibilities include:

### **Strategic Planning**

- Leads the ongoing identification, development and monitoring of Destination Vancouver's event sales and marketing goals and objectives and the delivery of strategies and tactics. This includes determining and communicating clear investment decision making criteria and economic impact measurements (DI EIC).
- Fosters strong innovative and creative outlook for sales, marketing, and business development from a local,

national, and global perspective.

- Works closely with and within the Destination Vancouver Meeting and Convention team in evaluating on the books data and business development opportunities.
- Works closely with and helps lead local industry partners in creating a unified events sector that strategically coordinates seasonality and destination carrying capacity within event strategies. This includes community integration and amplification for appropriate events.
- Maintains active membership in high priority industry associations/organizations, this may include volunteer leadership roles where appropriate and beneficial to achieving goals.

#### **Stakeholder Engagement**

- Creates and maintains the events creators and owners' advisory group.
- Creates and actively engages a network of high-profile event industry experts locally, nationally and around the globe to the benefit of Vancouver through knowledge exchange, lead sharing, account intelligence as well as best practices.
- Represents Destination Vancouver nationally and internationally at appropriate industry association, events, and international public and private sector forums specific to event development, and strategic partnerships.
- Develops and enhances relationships with community stakeholders including members, Destination Vancouver's Board of Directors, and government.
- Prepares and delivers Vancouver destination bid presentations to influencers and decision makers. Supports SHV partners for bid creation and presentation as required.
- Prepares and delivers Destination Vancouver presentations for members and industry partners.
- Provides information and guidance to members and tourism partners requesting event sales and marketing activity information, market intelligence and event data/statistics.
- Keeps informed on city level developments, policy, practices, trends and events.
- Develops and maintains good working relationships with Destination Vancouver members and tourism industry partners active in-market and related industry partners.

#### **Sales and Service Delivery**

- Full understanding and highly efficient use of Destination Vancouver's CRM account database management software program – Simpleview. For account generation and management, lead development and trace follow up. As well as a communication and information system tool for all group bookings.
- Organizes Destination Vancouver member and partner participation in events, sales missions, trade shows and conferences as well as business development and special promotion activities.
- Keeps informed with respect to member personnel changes, product development and renovations, changes in management, regular facility site inspections visits with sales personnel and property tours, regular contact/meetings with key members and industry partners active in the city and event market.
- Keeps informed on worldwide competition regarding sales and marketing related to the event industry; competitive DMO activities and budgets, new and expanded facilities.
- Supports attendance building activities for definite business.

#### **Team Development and Leadership**

- Leads the development, planning and preparation for the annual business plan strategy, content and budget.
- Provides leadership, training, coaching and performance feedback with direct reports.

#### **Events Performance Reporting**

- Works with Business Insights to benchmark event performance with agreed upon industry measurement tools and communicate impacts.
- Proficient use and understanding of relevant meeting and convention reports as related to event data and statistics; Simpleview CRM, FuturePace, department measures, KPIs and others as identified.
- Understanding and relevant use of external sources; STR, Watkins Evidenz, Destination International, Destination Canada Business Events and more.

#### **Budget Management**

- Responsibility for creation, management, and execution of the Destination Events unit's budget.



## **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. We are also driven by our strong culture and values.

## **What We Offer**

This position is based in Destination Vancouver's corporate office in Vancouver, excellent proximity to transit and downtown amenities. Flexibility of schedule is required for activities that occur outside of standard business operating hours. Site inspections, FAMs and hosting and/or participation at industry events may take place on weekends and evenings. Work is also affected by travel and time zones. Working hours will vary due to the nature of the tourism industry. Some business travel will be required.

We are proud to offer a competitive total rewards program including a generous paid time off program, incentive plan, extended health care, Health Spending Account, matching RRSP program, transit reimbursement, Team Member Referral program, training and development opportunities, work/life balance and a flexible work schedule with opportunities for remote work.

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

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.

## **What You Offer**

The ideal candidate is an energetic leader with proven senior level experience in a similar role as well as thorough knowledge and experience with the Event industry locally, nationally and internationally. With a proven track record of achieving measurable results in sales and marketing, the top candidate possesses a high level of professionalism, maturity, diplomacy and judgment regarding decision-making and fostering positive interpersonal relationships.

Collaborating, innovating and delegating are essential strengths, as is the ability to motivate and coach Team Members. Excellent organization, coordinating, planning and time management skills, detail-oriented with strong multi-tasking abilities are required along with strong communication skills, written and verbal, strong presentations skills (in-person and digital/virtual). Strong commitment to contributing to the culture and values of the organization.

Technology skills requirements include social media for business, good working knowledge of database management, Microsoft Office applications including CRM technology. Post-secondary education in business, event management, tourism, or related disciplines and/or related experience is a requirement.

## **How Do We Connect?**

If this sounds like you because you have the knowledge and experience, ambition and drive and describe yourself as enthusiastic, collaborative and focused on 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>