

## ***Manager, Marketing Services***

Are you passionate about Vancouver as a great place to live, work and explore?

Do you love project management?

Are you a creative thinker who cares about building great brands?

If so, Destination Vancouver's ***Manager, Marketing Services*** role could be the right match for you.

Reporting to the Director, Brand & Marketing, the Manager, Marketing Services, contributes to overall organizational objectives by managing the production of marketing assets and the planning and execution of events that deliver against Destination Vancouver's brand, communications and marketing strategies.

Marketing Services oversees the development of all marketing assets for internal, Destination Vancouver's members, media and business-to-business requirements. The Manager is responsible for working with internal teams and external suppliers to develop assets and programs to deliver against the Destination Vancouver mandate of supporting Metro Vancouver's tourism industry in developing their experiences and promoting Vancouver in target Canadian, US and international markets.

### **Strategic Accountabilities:**

- Project Manage all internal business and marketing needs – providing creative alignment and cost efficiencies.
- Collaborate cross-departmentally to determine requirements – providing clarity on needs, resource forecasting and budgeting.
- Negotiate and contract with external providers for delivery of services.
- Ensure quality expectations as well as budget and brand control against all deliverables.
- Generate creative concepts and execute delivery of key organizational events.
- Support major event activation.

### **Specific responsibilities include:**

- Works with multiple departments across the organization to understand their requirements, then manages the delivery according to brand standards, quality expectations and budget.
- Understands the organization's goals and objectives and applies strategic thinking to determine optimal approaches to tasks.
- Project manages videos, documents, visitor maps, bids and proposals, digital assets and other deliverables as required.
- Engages with agency partners, production companies, free-lancers, and other third-party suppliers to deliver assets effectively and efficiently.
- Manages and builds a team to deliver a portion of the scope of services internally.
- Takes ownership of internal events to deliver engaging experiences that deliver on Destination Vancouver's brand.
- Communicates, coordinates, and collaborates with Destination Vancouver's members and partners in the delivery of marketing and business assets.
- Manages Marketing Services budgets including allocating spend throughout the year, managing purchase orders, approving invoices, and maintaining a record of all expenditures and revenues.
- Works collectively and with other departments to execute marketing promotions or with signature or marketing partners. For example, Dine Out Vancouver Festival.
- Manages internal platforms and tools. (e.g. True Tour)



### **What Are We Looking For?**

We are seeking a candidate with at least 5 years of experience in project management or production role who is organized, analytical, and effective critical thinker with strong project-management, communications skills, and business acumen. A background in applying brand standards to highly creative production work and developing assets across a variety of digital platforms that drive results is critical.

Also required is proven leadership and management ability to motivate teams to excel and drive business through superior motivational, team building and leadership skills. Excellent verbal, written, and business presentation skills ensures ability to nurture and develop relationships, negotiate, mediate and collaborate with broad set of stakeholders.

### **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 800+ members.

### **What Do We Offer?**

This position is based in Destination Vancouver's corporate offices with majestic views of the North Shore mountains and proximity to transit and downtown amenities.

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. Destination Vancouver believes in and supports work/life balance and hybrid working opportunities.

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.

### **How Do We Connect?**

If this sounds like you because you have the knowledge, ambition and drive and describe yourself as enthusiastic and fun, collaborative and focused on building positive and long-term client relationships and achieving sales results, we invite you to apply for this exciting position. Please send your resume and cover letter to:

[careers@destinationvancouver.com](mailto:careers@destinationvancouver.com)

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