

## ***Marketing Specialist***

Are you a critical thinker who is motivated to find creative solutions?

Are you highly organized and flexible?

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

If so, Destination Vancouver's **Marketing Specialist** role could be the right match for you. Reporting to the Manager, Consumer Marketing, the role collaborates and works with all business units to support the execution of multi-channel marketing plans and tactics. Specifically, the position manages marketing and administration on projects that support the strategic direction and efficiency of the business unit and works effectively with Destination Vancouver's agency partners, members and industry stakeholders to ensure alignment and maximize productivity.

This Specialist role is multi-faceted, supportive and cross-functional requiring a broad understanding of marketing and operational tools including Mailchimp (or similar), Meta Ads Manager and Microsoft Excel.

### **Strategic Accountabilities:**

- Execute the organization's consumer marketing strategies to the highest standards, contributing to Destination Vancouver's business objectives.
- Work closely with the Manager and liaise with other teams, partners and external agencies as needed to bring integrated programs to life in key markets.
- Deliver promotions and sweepstakes in support of key campaigns.
- Provide administrative support to the Manager, Consumer Marketing, contributing to the team's enhanced processes, cadence and best practices.

### **Position Responsibilities:**

#### **Marketing and Campaign Support:**

- Sources and collects content for campaign elements such as landing pages, social media and partner channels.
- Supports the development and tactical implementation of campaigns in designated markets including quality control and brand compliance of all campaign outputs, proofreading, editing, activation coordination and logistics support.
- Manages contests including Destination Vancouver member outreach and prize development, updating of terms and conditions, corresponding with contest prize winners (may include assistance with trip planning/itinerary building).
- Reviews incoming marketing overtures for opportunities and alignment with the organization's strategies.
- Builds and maintains marketing campaign schedules and calendars.
- Assists with the facilitation of the consumer marketing newsletter including story and image sourcing, deployment, database upkeep and tracking.

#### **Administration:**

- Manages the ongoing administration of promotions.
- Supports basic financial management of project budgets and reporting.
- Initiates contractual agreements.
- Tracks and monitors project performance.
- Supports other projects and business units as required.



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

The ideal candidate has 1-2 years of experience in a similar marketing role and has solid knowledge of digital marketing tactics including social media, display and SEM. Experience producing project briefs, reports and decision-making documents for external and internal stakeholders is necessary as is an understanding of brand strategy and effective delivery of on-brand marketing programs and creative executions. Required abilities include strong organizational, critical thinking and analytical skills along with excellent attention to detail. Demonstrated verbal, written and business presentation skills are crucial along with a team orientation. Experience in advertising and traditional marketing channels are considered assets. A degree/diploma in Marketing, Business and/or related field or equivalent combination of education and experience is necessary.

### **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.

### **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 (15 days) to start, annual recognition program, extended health care, health spending account, personal spending account, matching Group RRSP program, transit reimbursement, Team Member Referral program, training and development opportunities, and a flexible work environment.

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>