

## ***Specialist, Marketing Production***

Are you an organized, critical thinker and problem-solver?

Do you thrive in a fast-paced, high-output environment?

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

If so, Destination Vancouver's ***Specialist, Marketing Production*** role could be the right match for you. Reporting to the Manager, Marketing Services, the Specialist, Marketing Production contributes to the overall organizational objectives by managing the production of marketing assets and the planning and execution of activations that deliver against Destination Vancouver's communication and marketing strategies.

The role of the Specialist is to support the development of all marketing assets, B2B tradeshow and activations for the Meetings & Conventions (M&C) and Travel Trade sales (TT) teams, as well as other departments as required. The Specialist is responsible for working with internal teams and external suppliers to execute on physical and digital assets, events and programs.

This role is key to Destination Vancouver's mandate of supporting Vancouver's tourism industry in developing their experiences and promoting Vancouver in target Canadian, US and international markets.

### **Key Accountabilities**

- Deliver production outputs, tradeshow materials and activations - on-brand, on-time and on-budget.
- Execute on the ideation, support, creation and execution of business marketing assets, bid books, ads, and other materials, congruent to Destination Vancouver's business objectives and key marketing strategies.
- Provide operational support to the Manager, Marketing Services, contributing to the team's processes and best practices.
- Assist in project management and project intake for the Marketing team.

### **Responsibilities**

The responsibilities of the role include but are not limited to the following:

- Become very well acquainted with the Meetings & Conventions and Travel Trade team's various business events audiences, as well as other business units as required.
- Work closely with internal clients from the M&C, TT, (and other) departments to understand their requirements, and execute delivery according to brand standards, quality expectations and budgets.
- Fulfill on multiple project types, including bid book development, video production, on-site experiences/activations, campaign deliverables and ad units (print and digital), promotional items, apparel, signage & banners, trade show logistics, presentation decks and other deliverables.
- Understand the organization's goals and objectives and apply strategic thinking to determine optimal approaches to tasks.
- Engages with internal teams and agency partners, production companies, freelancers and other third-party suppliers to deliver assets effectively and efficiently.
- Key user of the M&C department's internal platforms and tools. (eg. True Tour & Marq – Training will be provided).



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

Qualifications include a minimum of 2 years of production, agency and/or marketing experience with involvement in trade shows, industry conferences, and in-person events. Experience in developing digital assets and working with digital platforms as well as a background in applying and enforcing brand standards against production work and the ability to collaborate with a broad set of stakeholders is critical. Strengths include excellent verbal and written communication, ability to produce strong creative that drives results, and a proactive attitude. Negotiation skills are an asset as is experience in copywriting for business audiences.

Technology skills include proficiency with both Microsoft Office and Google Suite and knowledge/use of project management tools or software. Adobe Creative Suite an asset.

Post-secondary education in a related field and/or equivalent experience is necessary, ideally supported by Trade Show and Event experience or certification.

### **Who are we?**

Destination Vancouver is one of the world's most dynamic destination management organizations, delivering on a mandate of destination development and promotion that positions Vancouver as a must visit global destination.

Our purpose is *to transform our communities and our visitors through the power of travel*. This underpins everything we do and how we communicate with potential clients, engage with partners, and support our 800+ members.

Destination Vancouver has a fabulous product and a powerful brand. Our success is measured through the triple bottom line approach of an equal emphasis on people, planet and prosperity. And as a private, not-for-profit business association, our continued relevancy is based on supporting our industry, responsibly and sustainably managing the destination, and building a competitive global destination brand.

### **What do we offer?**

This role is based in Destination Vancouver's corporate office with sweeping 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, an annual incentive/recognition plan, extended health care benefits, 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.

### **How do we connect?**

If this sounds like you because you have the knowledge, experience and drive, and describe yourself as enthusiastic and fun, collaborative and focused on building positive and long-term relationships, 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>