

External Relations Specialist

Are you motivated by being part of a strategy led, insights driven, and industry partnered organization with a dedicated team that is supporting rebuilding the tourism industry?

Destination Vancouver is enthusiastically seeking an ***External Relations Specialist***, to join our award-winning (*Marketer of the Year!*) team.

The Opportunity:

The ***External Relations Specialist*** is a member of Destination Vancouver's Market Development team and provides support for travel trade and media. The purpose of the Market Development team is to inspire travel to Vancouver, by promoting Vancouver as a premiere leisure and business travel destination to the world's media, influencers, travel agents and tour operators.

This position supports showcasing Vancouver by leading with the destination brand to promote the destination with travel trade and media in both domestic and core international markets.

This position is ideal for an individual who is motivated by an organization's values and culture, is highly organized and adaptable, an effective communicator and dedicated to service excellence.

Strategic Accountabilities:

- Support the Market Development team and contribute to its strategies and tactics in alignment with Destination Vancouver's business plan.
- Develop and grow the [Vancouver Specialist](#) destination training program globally.
- Plan, coordinate and host both trade and media groups in Vancouver for their in-destination trips.

Key Responsibilities:

Vancouver Specialist Program:

- With support from the Market Development team, leads and develops the annual plan for the program (both the English and Spanish versions).
- Maintains accurate and up to date content in the program about the destination and Destination Vancouver's members.
- Maintains resources and news updates within the Vancouver Specialist program.
- Provides the Market Development team with monthly updates on registration and completion numbers to measure team targets.
- Coordinates benefits that apply to fully certified Vancouver Specialists including webinars invitations, Familiarization trips, Experience Passes and supports with in-market destination training events.
- Supports Market Managers with advertising and promotions for the program in core markets to increase the number of certified specialists.
- Works with the Market Development team to launch the program in additional languages as needed (with ongoing maintenance and promotions).
- Plans and coordinates all Vancouver Specialist Familiarizations (FAM) trips.
- Responds to all Vancouver Specialist requests for Destination Experience Passes.
- Responds to Vancouver Specialist (travel agent) planning requests.
- Supports Destination Vancouver's Social Media Specialist with content ideas for the Vancouver Specialist Facebook page.

Itinerary Coordination:

- Coordinates logistics for itineraries for media and trade visits including liaising with Destination Vancouver members, media, travel trade clients, suppliers, destination partners and community representatives.
- On occasion, hosts media press trips and travel trade FAM trips in Vancouver, (evenings and weekends may be required).

Administrative:

- Uses CRM (Simpleview) for any FAM or media itinerary coordination.
- Issues Destination Experience passes for distribution to visiting journalists and influencers.
- Media Tracking: Gathers Destination Vancouver-influenced print, broadcast, online and social media coverage in a timely manner and uploads into the CRM.
- Supports Market Managers with preparation for trade shows and in market events (coordinating promo items and collateral needed).
- Assists with maintaining travel trade Simpleview database as needed.
- Maintains media database in Simpleview and regularly updates Member PR contact information as needed
- Provides miscellaneous administrative support as required.

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 newly renovated corporate offices with majestic views of the North Shore mountains and proximity to transit and downtown amenities. The majority of the work will take place during regular operating hours, Monday to Friday. Some flexibility is required to support activities that may occur outside the standard operating hours, and/or on weekends. 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.

What are we looking for?

You love where you live, work and play. You are highly curious, driven by connecting with others and achieving meaningful results through collaboration. You thrive in finding new ways to do things and to share new ideas and experiences through your abilities as a skilled communicator. You are a dynamic and fun Team Member and you are passionate about Vancouver!

You also possess:

- Experience in the Tourism and/or Marketing/Public Relations sectors preferred.
- Experience coordinating travel itineraries.
- Excellent organization, coordinating, planning and time management skills, detail-oriented with strong multi-

tasking abilities.

- Able to consistently meet multiple deadlines, take direction, and pay attention to detail.
- Excellent communication skills, written and verbal.
- Possess a high level of professionalism, maturity, diplomacy and judgment regarding decision-making and fostering positive interpersonal relationships.
- Works well independently and collaboratively; committed to individual, team, corporate and industry excellence.
- Possesses a curious and positive attitude, highly motivated and proven ability to take initiative.
- Demonstrated commitment to service excellence.
- Strong technology skills, including Microsoft Office.
- Confident using social media for business purposes.
- Passionate about Vancouver as a place to live, work and play, experience and explore.
- Post-secondary education in tourism, public relations, communications, marketing and/or related experience.
- A second language is an asset (for example: French, Spanish, German).

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 relationships and achieving results, we invite you to apply for this exciting position. Please send your resume and cover letter to: careers@destinationvancouver.com

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