

Specialist, Marketing and Events

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?

Are you motivated by the flawless execution of high-profile events? Do you have a passion for detail and a keen eye for creating engaging concepts for both consumer and business audiences?

Do you want to be part of a team recently awarded Marketer of the Year?

If so, Destination Vancouver's ***Specialist, Marketing and Events*** role could be the right match for you. Reporting to the Manager, Marketing Services, the Specialist, Marketing and Events, 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, events and activations for the Travel Trade, Consumer Marketing, Destination Events, Membership and Communications teams. The Specialist is responsible for working with internal teams and external suppliers to execute on deliverables, events, calendars, activations 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

- Execute on the ideation, support, creation and execution of events, tradeshow and activations, congruent to Destination Vancouver's business objectives and key marketing strategies.
- Curate and oversee our online Calendar of Events.
- Work closely with other teams, partners and external agencies as needed to create production outputs and creative - on-brand, on-time, and on-budget.
- 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 include but are not limited to the following:

- Work closely with internal clients to understand their requirements, and execute delivery according to brand standards, quality expectations and budget.
- Understand the organization's goals and objectives and apply strategic thinking to determine optimal approaches to tasks.
- Support and execute on events. Including event planning, liaising with external teams, creating on-site experiences/activations, planning and participation of VIP experiences and trade show logistics.
- Implement and oversee Marketing production and support. Including video production, campaign deliverables and ad units (print and digital), promotional items, apparel, signage & banners, along with other deliverables.



- Become the driving force behind our online Calendar of Events, including content curation.
- Engage with internal teams and agency partners, production companies, freelancers and other third-party suppliers to deliver assets effectively and efficiently.
- Be a key user of internal platforms and tools. (eg. True Tour & Marq – Training will be provided)
- Source and collect content for asset development including, but not limited to, blog content, best-of lists, logos, photos and videos, by liaising with other departments and external stakeholders.
- Provide administrative support to the Manager, Marketing Services, contributing to the team's processes and best practices.

What Are We Looking For?

Qualifications include a minimum of 2 years of production, agency and/or marketing experience with experience in planning and executing events, both in-person and virtually. Experience in developing digital assets and working with digital platforms and a background in applying and enforcing brand standards against production work; ability to collaborate with a broad set of stakeholders is critical. Strengths include excellent verbal and written communication, proactiveness, experience in digital and print media and an ability to produce strong creative that drives results. 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. Experience using Adobe Creative Suite, working knowledge of Adobe Photoshop, Illustrator, InDesign and Adobe Acrobat Pro as well as video production interest and knowledge are all considered assets.

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

Destination Vancouver provides a competitive total rewards program including competitive base salary, annual recognition plan, extended healthcare benefits including health spending and personal spending account, Go Green Program, matching group RRSP Program, generous paid time off, tourism industry perks and more!



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

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