

Schedule "A"
TOURISM VANCOUVER
METRO VANCOUVER CONVENTION & VISITORS BUREAU

POSITION DESCRIPTION

IDENTIFICATION

Position Title: Manager, Marketing, Leisure Travel

Division: Marketing

Reporting to: Vice President, Marketing

Date Updated: July 2016

POSITION SUMMARY

Reporting to the Vice President, Marketing, the Marketing Manager is a key member of the Marketing and Leisure Travel sales teams and is responsible for coordinating and executing highly effective travel trade and consumer marketing projects and campaigns related to Leisure Travel. The Marketing Manager is also accountable for the oversight and performance measurement of Tourism Vancouver's cooperative marketing campaigns with the Vancouver Hotel Destination Association (VHDA).

The Manager is responsible for working with the Director of Sales, Leisure Travel and Leisure Travel Sales Managers to deliver strategic, targeted and effective marketing campaigns on behalf of travel trade key accounts, industry partners and members. Partners would be both traditional and non-traditional, and would include the VHDA, Vancouver International Airport (YVR), Destination Marketing Organizations (i.e. Tourism Whistler, Destination BC, Destination Canada) and airlines. The Manager will also support the managers in consumer, communications, research and digital marketing, to deliver comprehensive and strategic campaigns across the organization.

The Manager would also work with the VP, Marketing, and the Director of Sales, Leisure Travel, to identify and assess new market opportunities for Leisure Travel and assist with focus and alignment of existing markets. In addition, the Manager would support the Leisure Travel sales team as a key resource in the research and assessment into effective ways to collaboratively market the destination through multiple channels.

POSITION RESPONSIBILITIES

The responsibilities include but are not limited to the following:

- In collaboration with the Leisure Travel sales team, develop an annual marketing program which is incorporated into the annual business plan.
- Assist the leisure travel sales team to identify campaign tactics appropriate to developing awareness, increase visitor stay and spending in the destination resulting in a strong return on investment.
- Fulfill strategic partnership activations with industry partners (e.g. VHDA, YVR, Tourism Whistler, Destination BC, Destination Canada, airlines etc.)

- Administer tactical elements of campaigns including proofreading ad creative, copy writing, imagery selection, brand oversight, submitting proofs and edits to the travel trade client, marketing department and/or advertising agency.
- Negotiate with travel trade clients to confirm media buying, channels, scheduling, and setting up promotions and provide creative direction to the Marketing Services team when consumer direct marketing activities are being undertaken.
- Ensure that campaigns are running smoothly by overseeing reporting process, managing and reporting on metrics internally and to partners.
- Ensure that all activation, tactical plans and promotions are executed on time and within budget for all leisure markets. Adjust plans accordingly across the marketing mix, to continually optimize and improve outcomes.
- Oversee marketing campaign execution including oversight of budget, expenditures, issuing of purchase orders and billing requisitions, and processing of invoices.
- Negotiate value-add components and unpaid promotional space for the most viable option for program's media mix.
- Work closely with the Director of Sales, Leisure Travel and Managers to assist with delivering marketing or related promotions of travel trade conventions or marketplaces (i.e. Rendezvous Canada, Virtuoso Symposium) or other trade related promotional activities as required.
- Where appropriate, make presentations to partners, Tourism Vancouver members, industry, associations and internal staff on marketing programs and specific campaigns.
- Prepare VHDA marketing committee presentations, campaign reporting and budget tracking. Assist with preparing meeting agenda and other committee related assistance.

WORKING CONDITIONS

Occasional local travel and attendance at industry functions before or after hours.

QUALIFICATIONS

- Minimum 5 years of experience in a similar sales and marketing role and organization.
- An organized, analytical, critical thinker with strong project-management and communications skills, copywriting ability, and business acumen
- Proven leadership and management ability to motivate teams to excel and drive business; superior motivational, team building and leadership skills
- Experience in developing and implementing strategic, visionary goals and attains buy-in from a variety of constituencies both inside and outside the organization
- Comprehensive understanding of travel trade and consumer sales channels.
- Strong innovative and creative outlook, driven by results; strong strategic orientation
- Committed to customer service excellence
- Excellent verbal, written and business presentation skills, including being comfortable with public speaking

- Demonstrated negotiation and mediation skills.
- Proven ability to establish, prioritize and accomplish set goals.
- Able to make sound decisions, meet deadlines, take and give direction.
- Outstanding positive attitude, professional; a role model within the organization.
- Experience with web, digital and social media environments.
- Experience with basic graphic design principals is an advantage, but not required.
- Knowledge of local and provincial tourism industry products and infrastructure an asset.
- Passion for Vancouver as a destination is a must.
- Proven success working in a team environment in a leadership capacity.
- Strong technology aptitude with strong desktop skills, a willingness to learn and adapt to new software and hardware applications, as well web publishing tools experience.
- A degree in Business Administration and/or Marketing or related discipline or combination of education and equivalent experience