

## Executive Manager of Destination Marketing

Our client, the [City of Campbell River](#) in British Columbia, has recently engaged Destination Think! to promote tourism to this hidden gem on Vancouver Island. In 2016, the city developed its vision for tourism:

*“The people of Campbell River will work in unison to sustainably develop and promote our destination. Together we will create a vibrant, year-round visitor economy that generates jobs, grows tourism businesses and associated revenues, and contributes to resident quality of life.”*

[Our work with the city](#) is to bring this vision to life. To lead this effort, we are seeking a person equally skilled in managing relationships and in understanding modern marketing to be on site in Campbell River. The successful candidate has a dynamic personality to work with First Nations and lead diverse stakeholders (various city departments, tourism operators, accommodation providers, trade associations and related or nearby destination marketing organizations) by building trust and confidence through collaboration, patience, open-mindedness, persuasion and transparency. You will also work closely with the rest of the Destination Think! team as we deliver marketing strategies and tactics and a visitor services program.

This is a full-time role based in Campbell River for the next three to five years.

As the Executive Manager of Destination Marketing, you will be responsible for ensuring that Campbell River is promoted effectively through destination development, destination marketing and visitor servicing. Your performance will be evaluated on your ability to build and guide a network of tourism stakeholders, to ensure that our team achieves the objectives of the marketing plan and to manage efficiently the allocated budget. You will be regularly reporting to the Campbell River City Council and Tourism Advisory Committee on the opportunities, plans and successes of our destination marketing activities. You will also maintain positive and productive relationships with the tourism industry and residents.

In executing your responsibilities, you will collaborate daily with the Destination Think! team assigned to this account. That team will provide tourism expertise, strategic input and marketing services. Your primary concern is to advocate and pursue the best interests of Campbell River, including representing the community's priorities to the rest of the Destination Think! team.

### Your responsibilities:

- Own and nurture effective relationships among Destination Think!, Campbell River and local organizations, businesses, and industry members as the leading advocate for the city's destination management.
- Support the Destination Think! team working with Campbell River City Council and Tourism Advisory Committee to develop strategies, programs, and policies to promote tourism.
- Represent Campbell River at appropriate meetings and conferences regarding destination management, as assigned.
- Develop community and regional networks to spread understanding of the benefits of tourism and support destination marketing programs.
- Ensure efficient use of the destination management budget.
- Coordinate with the Destination Think! team to:
  - Gather and analyze research findings to inform destination development and marketing planning;

- Take the city and stakeholders through the strategic planning process;
- Facilitate educational programs for local tourism operators to support developing and promoting their products;
- Execute marketing plans, including campaigns, year-round promotional programs and cooperative advertising opportunities;
- Provide the visitor servicing program;
- Manage influencer/media relationships and PR activities, including press release and familiarization tours;
- Support travel trade programs.

### **Your profile:**

- Passionate about tourism and the opportunities for tourism in Campbell River
- At least two years of experience working in a destination marketing organization, marketing agency or tourism business
- A dynamic personality to lead diverse stakeholders by building trust and confidence through collaboration, patience, open-mindedness, persuasion and transparency
- Clear communicator with a confident and pleasant presence
- Conscientious, self-driven work ethic with the ability to exercise independent judgment and meet performance standards under only limited supervision
- Well rounded understanding of all aspects of marketing, ranging from traditional to modern marketing including content marketing, social media marketing, and ad strategy and management
- Excellent time management skills, including the demonstrated ability to meet timelines and prioritize multiple projects
- Team orientation with proactive willingness to support co-workers
- Knowledgeable in project management, budgeting and invoicing