

## Marketing and Engagement Coordinator Cowichan Valley

*Tourism Vancouver Island gratefully acknowledges that we live, work and play on the traditional, ancestral, and unceded territories of the Kwakwaka'wakw, Nuu-chah-nulth, and Coast Salish peoples.*

Tourism Vancouver Island has an immediate job opening for a qualified and passionate individual looking to join a team of tourism professionals who love where they live, and love what they do.

If you are a service-oriented person with natural people and communication skills and a proven ability to build highly collaborative and effective partnerships — we want to hear from you.

If you have a knack for organization and can keep multiple priorities moving effectively (to deadline and budget) — we want to hear from you.

And most importantly, if you thrive in a team environment and are as generous with your skills, time and energy as you are flexible in how you apply them — we want to hear from you.

Tourism Vancouver Island is a purpose-driven tourism management organization representing and supporting the tourism & hospitality industry of Vancouver Island and the surrounding Gulf and Discovery Islands. Grounded by our guiding principles of inclusion, reconciliation and mindful travel promotion; the organization's strategic priorities include the delivery of Tourism Industry Services to tourism operators and communities where the unique expertise of the team can add value and stability.

You will report to the Director, Destination Marketing, and will be an important member of the Tourism Industry Services client delivery team focused specifically on tourism marketing project coordination and community and stakeholder engagement for the Cowichan Valley (Tourism Cowichan).

### Who You Are

- You are a people-person who enjoys building respectful and collaborative partnerships within your community;
- You are a strategic thinker with the ability to influence, engage and motivate others to action;
- You are a team-oriented worker who thrives best in an environment of collaboration and shared responsibility;
- You are highly self-motivated and love deadlines, which you meet with ease and successful delivery;
- You face challenging situations with the diplomacy and respect necessary to achieve cooperative outcomes;
- You are organized and can juggle competing priorities. You love processes, organization and project management;

- You have experience (5 plus years) as a member of a marketing or communications team or other experience that demonstrates skill in project management;
- You love to travel on Vancouver Island, and can do so with a reliable vehicle, when required for this position;
- You don't mind working from a home office, and travelling to the Nanaimo office when required;
- You show exemplary skills in listening and empathy and have an interest in fulfilling a sales-oriented role whereby your ability to learn and match the needs of businesses is key;
- You have a deep knowledge of the Cowichan Valley lifestyles, businesses, and nuances of the region.

### **What We Can Offer You**

- Rewarding work that serves the economic growth of tourism-dependent businesses;
- A position on a team that is charting a new path for destination management;
- A fun, creative and fast-paced team environment, with a culture that prioritizes work-life-balance and fulfillment of your professional goals;
- Flexible work arrangements, including a work from home opportunity;
- Competitive compensation, with a health and dental benefits package (following 3-month probation), as well as generous vacation time.

### **About the Position**

You will report to the Director, Destination Marketing and will be an important member of the Tourism Industry Services team.

Your primary responsibilities are to develop and maintain relationships with the tourism and hospitality businesses of the Cowichan Valley, as well as the community and ancillary organizations that contribute to the region's economic development.

- Host regular, formal and informal, phone calls, meetings and engagement workshops with tourism businesses and community organizations in the Cowichan Valley to best identify opportunities for growth and collaboration;
- Recruit tourism businesses to participate as paid members of Tourism Cowichan, and participants in co-operative marketing opportunities like advertising campaigns;
- Write and deploy monthly newsletters to tourism industry businesses and community partners to communicate programs and opportunities for support;
- Act in the interests of the Tourism Cowichan stakeholders when working on Strategic Marketing Plans for the Cowichan Valley with members of the Tourism Vancouver Island Tourism Industry Services team.

You will work within a highly-collaborative model of client service delivery, accessing the expertise of staff and contractors as required to coordinate all aspects of a Strategic Marketing Plan for promotion of the Cowichan Valley as a superior travel destination.

- Working under the direction of the Director, Destination Marketing, and closely with the Director of Digital Strategy, to set the Strategic Priorities of the Tourism Cowichan Annual Marketing Plan;
- Participate in quarterly planning meetings with the Tourism Industry Services team, as well as weekly project management meetings;
- Maintain the Work Plan for the Tourism Cowichan Marketing Plan and coordinate the tactical implementation of the Work Plan with members of Tourism Vancouver Island team this may include media buying, and content creation as required;
- Coordinate the successful achievement of project timelines and budget allocations;
- If required and on the direction of Director, Destination Marketing prepare and deliver presentations to the Tourism Cowichan Board and/or Advisory Committees for effective consultation and client relations;
- Support in the delivery of all funder and internal reporting requirements;
- Contribute as a member of the Tourism Vancouver Island marketing team such that you may be asked to apply your skills to other projects and clients.

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

- A post-secondary education in a relevant field like Tourism Management, Marketing or Business Administration or a similar combination of education and work experience
- A minimum of 1-2 years in a role that requires organization, administration and project management skills
- Some experience in marketing preferred
- Excellent verbal and written communication skills
- Excellent people skills, with a noted ability to build relationships that are respectful and highly collaborative
- An ability to juggle multiple and competing priorities with a high degree of organizational skill
- A preference for working in a team environment, with a great deal of flexibility and self-management
- High degree of sensitivity in dealing with public, staff, board and stakeholders
- In-depth knowledge of Vancouver Island and the Cowichan Valley
- Able to travel on Vancouver Island and work flexible hours as required
- A valid drivers' license and a reliable vehicle

This is a full-time permanent position based on a 40-hour work week. Some evening and weekend work may be required and travel on Vancouver Island, following the COVID-19 pandemic, will be required.

Tourism Vancouver Island is committed to the development of a diverse workforce. All qualified applicants will receive consideration without regard to sex, gender identity, gender expression, sexual orientation, race, ethnic origin, colour, religion, nationality, disability, age or other characteristic protected by applicable law. We encourage interest in particular from Indigenous peoples, peoples with disabilities, ethnic minorities, visible minorities and all qualified individuals who share our belief in a workplace of diversity.

Chemistry Consulting Group is proud to provide recruitment support to Tourism Vancouver Island and will be accepting all applications and enquiries.

To apply please visit [www.chemistryconsulting.ca/current-opportunities](http://www.chemistryconsulting.ca/current-opportunities) and follow the prompts to submit a resume and cover letter which clearly outlines your suitability by **noon on Wednesday, May 12, 2021**.