

**Chemistry Consulting has been retained by 4VI (formerly Tourism Vancouver Island) to recruit for a Director of Marketing to join their growing team.**

4VI is a social enterprise organization, created to ensure that travel is a force for good for Vancouver Island – forever. The ‘4’ in its name captures its four key social commitments — to the community, business, culture and the environment. This focus extends to the work the organization does each day. Every opportunity for 4VI now and in the future will align with these social goals. The team’s new mandate is to deliver innovative tourism advisory services, working directly with communities on Vancouver Island to both identify opportunities for enhanced tourism experiences and deliver on them. 4VI is the first destination marketing organization of its kind to not just commit to changing how tourism is managed but to developing the corporate structure as a social enterprise that drives the change needed.

Reporting to the Vice President, Business Impact & Engagement, the Director of Marketing will be instrumental in the development and implementation of the 4VI’s marketing services, strategies, and initiatives. This role will support the internal marketing of 4VI as a Social Enterprise, as well as managing the Destination British Columbia service agreement supporting initiatives for regional tourism on Vancouver Island.

**Overview of the Position:**

**Destination British Columbia**

- Together with the VP, oversee the Destination BC service agreement, by creating and managing the annual workplan of deliverables as stated in the contract.
- Support direct reports in fulfillment of the Marketing deliverables under the Destination BC Regional Tourism services agreement; and provides leadership to staff

**Marketing**

- Together with the VP, lead the development of marketing strategies for external community destination management clients
- Together with the CEO, VP, and the overall 4VI leadership team, develop and execute an internal 4VI marketing strategy
- Work with DMO clients to ensure strategy and direction is approved, results are reported and communicated, challenges and problems are identified, and solutions are developed
- Provide presentations and reports to stakeholders, and elected officials
- Maintain ongoing awareness of tourism business engagements in the region of the destination, and support coordinators in fulfilling these requirements
- Oversee the marketing team including community leads, and marketing coordinators
- Oversee the Manager, Marketing Operations who is responsible for the project timelines for each of the marketing tactics developed initially through the marketing strategies for destination marketing clients
- Create opportunities for new business and partnerships through networking, relationship building, community check-ins and reporting
- Provide information to the VP and other team members that assists in the advancement of 4VI relevancy
- Support fee-for-service marketing projects for stakeholders as required

## **Finance**

- Manage program budgets ensuring all projects are within budgets
- Provide reporting as required
- Work with the VP Operations and Finance to outline program budgets, funding and other finance matters related to Destination BC and Marketing initiatives

## **Leadership**

- Provide coaching and leadership to the marketing team including training and development, feedback, performance reviews, mentoring, performance management, ensuring compliance to 4VI policies
- Promote and ensure employee engagement and satisfaction by fostering a positive, inclusive, and collaborative team environment

## **4VI Offers**

- Ability to work flexible hours
- Hybrid workplace where staff are able to work from home, from the newly renovated beautiful Nanaimo office, and offsite enjoying incredible Vancouver Island
- Access to professional development for continued learning and education
- Mentoring and coaching
- A collaborative and supportive team environment
- Highly competitive total compensation package
- Extended health, medical and dental benefits

Diversity, inclusion, and equity is a core value of 4VI that is strongly supported and demonstrated throughout the organization. All qualified applicants will be given fair and equal consideration regardless of ethnicity, race, sexual orientation, gender identity and expression, culture, disability, nation of origin, age, or religion.

To apply to this position, please submit your up-to-date resume and cover letter outlining why you are passionate about this position and joining 4VI to [careers@chemistryconsulting.ca](mailto:careers@chemistryconsulting.ca).

We thank all applicants for their interest, however only those selected for an interview will be contacted.