

**SCHEDULE A  
TOURISM VANCOUVER  
METRO VANCOUVER CONVENTION AND VISITORS BUREAU**

**POSITION DESCRIPTION**

**IDENTIFICATION**

Position Title:	Marketing Services Production Coordinator
Division:	Marketing
Department:	Marketing Services
Reporting to:	Manager, Marketing
Date Updated:	February 2018

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**POSITION SUMMARY**

Reporting to the Manager, Marketing, this position is part of the Marketing Services team and will share responsibility to ensure all aspects of Tourism Vancouver's creative and production services are accomplished to the highest standards. Working in conjunction with the Manager, Graphic Designer and Marketing team, this position will support the development and delivery of creative projects.

Primary responsibilities include project managing and coordinating job specifications for production and quotations with suppliers and agencies, as well as maintenance of creative assets including photography library and video footage.

**POSITION RESPONSIBILITIES**

- Coordinate external and internal resources to ensure that advertising, production and creative services requirements are implemented on strategy, on budget and on time.
- Maintain production schedule, project timeline and timesheets docket system using production software.
- Act as a lead resource in maintaining creative assets including photography, b-roll and video.
- Ensure proper usage of brand standards and trademarks.
- Work with publishing partners to supply imagery and content for annual publications, and coordinate timelines and proofing cycles internally.

- Secure quotes from external suppliers, working with them to determine the most effective print methods and other outputs.
- Coordinate design proofing and copy editing with internal clients.
- Respond to external and internal image and video request based on the Digital Asset Policy.
- Execute finance processes such as completing purchase orders and approving invoices.
- Attend press checks to ensure materials are produced to quality expectations
- Support acquisition of new image assets through purchasing and coordination of photo shoots as needed.
- Provide administrative support including record keeping, archiving, reporting statistics, filing, meeting agendas, etc.

### **WORKING CONDITIONS**

Attendance and/or assistance requested at occasional before or after hours press checks, photo shoots and functions.

### **QUALIFICATIONS**

Demonstrated knowledge and understanding of advertising and production processes including design, photography, layout, typesetting, and copywriting.

Demonstrated understanding of and experience with print processes including colour separating, sheet fed, web and digital outputs. Knowledge of environmental printing an asset.

Project management skills including the ability to prioritize and organize multiple projects in a dynamic and time sensitive environment.

Excellent Microsoft skills including Excel and Word. Knowledge of graphic production programs including Photoshop and Adobe Creative Suite an asset.

Proven experience in an advertising or production capacity; advertising agency experience a definite asset; experience with time tracking per project. Knowledge of agency time-tracking or project management software an asset.

Able to meet deadlines, take direction and show initiative. Solid organizational skills and a proven pride in attention to detail.

Ability to work independently and within a team environment.

Passionate about Vancouver as an international destination.

Post-secondary degree/diploma or related courses in advertising and production or equivalent experience.

*Duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either verbally or in writing.*