

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

POSITION DESCRIPTION

IDENTIFICATION

Position Title: Communications Administrative Assistant
 Part-time 1-2 days per week

Department: Marketing

Reporting to: Manager, Communications

Date Updated: May 2017

POSITION SUMMARY

The Communications Administrative Assistant will work with Tourism Vancouver's Communications team, reporting to the Manager of Communications, to provide administrative support to promote Vancouver as a premiere leisure and business travel destination to the world's travel media and influencers. The Assistant works primarily to track media coverage of the destination as well as creates and sends the Communications team's monthly e-newsletter.

POSITION RESPONSIBILITIES

- Tracking media coverage, for example (print, online and broadcast) and entering into Tourism Vancouver's customer database.
- Running monthly media tracking reports in an accurate and timely manner.
- Assisting to ensure the team meets their targets for media coverage.
- Preparing Media Welcome Kits and Experience Passes for distribution to visiting travel journalists/influencers.
- Maintaining Tourism Vancouver's media database.
- Creating and sending *Fresh from Vancouver*, Tourism Vancouver's monthly travel media e-newsletter, using online marketing platforms.

- Miscellaneous administrative duties as required.
- Assisting with coordination of special media projects (e.g. Dine Out Vancouver Festival).

QUALIFICATIONS/SKILLS

- Demonstrated ability with attention to detail
- Effective time management, organizational and multi-tasking skills
- Strong technology skills, including Microsoft Office, basic online photo editing, and online e-newsletter applications
- Excellent communication skills, written and verbal
- Able to work independently
- Able to consistently meet deadlines
- Committed to service excellence
- Interest/background in the tourism and/or Public Relations industry is an asset
- Knowledge of social media is an asset
- Passionate about Vancouver as an international destination
- Post-secondary education in a related field