

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

**POSITION DESCRIPTION**

**IDENTIFICATION**

Position Title: Communications Specialist, International & Trade

Department: Marketing

Reporting to: Manager, Communications

**POSITION SUMMARY**

The Communications Specialist, International & Trade, works as part of the Marketing team to promote Vancouver as a premiere leisure and business travel destination through strategic media relations and PR. The Specialist reports to the Manager, Communications, and works primarily with media and influencers from designated regions including pitching stories, sharing information and/or coordinating visits.

**POSITION RESPONSIBILITIES**

- Coordinate itineraries for media visits from key international and trade markets (includes liaising with Tourism Vancouver members, media, suppliers, destination partners and community representatives. Vancouver's key international markets are: China, Australia/NZ, UK, Japan, South Korea and Germany).
- Host and guide visiting travel media (evenings and weekends sometimes required).
- Handle daily travel media inquiries (includes fact checking, sending story pitches and following up on image and b-roll requests).
- Work closely with Tourism Vancouver's Meetings and Conventions department, and Leisure Travel Department, on PR and media relations programs specific to those areas.
- Conduct regular media pitching with the goal to place Vancouver travel stories in media around the world.
- Assist with the writing and distribution of media communications (including social media, newsletter writing and building, and news releases) and maintenance of media kit and fact sheets.
- Participate in the development and execution of Communications plans to promote Tourism Vancouver Marketing campaigns.

- Assist with corporate and internal communications (including member newsletter editing, distribution of news releases, responding to local media inquiries and maintaining local media database).
- Conduct regular maintenance of the media section of the Tourism Vancouver website (includes posting news releases, updating online media kit and other media-driven web content).
- Support the Manager in working with government, industry, Tourism Vancouver member and Destination Marketing Organization partners in developing joint communications programs.
- Provide PR support for special Tourism Vancouver projects (e.g. *Dine Out Vancouver Festival*, *Lunar New Year Festival*).
- Assist with reporting and media tracking as required.
- Represent Tourism Vancouver at local and North American media events and marketplaces (e.g. GoMedia Canada Marketplace) as required.
- Develop, maintain and utilize the Tourism Vancouver database (Simpleview) and media database (Cision).
- Miscellaneous administrative duties as required.

### **WORKING CONDITIONS**

- Occasional media hosting at restaurants, attractions and on walking / cycling / adventure tours before, during and after office hours (includes some weekends when necessary).
- Some travel may be required.
- Attendance and/or assistance at occasional events before or after office hours.

### **QUALIFICATIONS/SKILLS**

- Minimum two years' experience in a communications or public relations role including experience in tourism and/or destination marketing is an asset.
- Post-secondary education in Public Relations or Communications, and/or relevant experience.
- Proven ability to manage multiple media press trips and projects on an ongoing basis
- Comfortable working successfully under tight timelines.
- Solid knowledge of media relations, public relations, communications and marketing strategy, planning and practice.
- Excellent writer with demonstrated experience.
- Confident with social media platforms (e.g. Instagram). Proficiency with photography, video editing, web design and graphic design an asset.
- Creative with absolute attention to detail.
- Diplomatic at all times and proven track record of good judgment. Ability to work successfully with members of an association.
- Consummate team player as well as the ability to work independently.
- Passionate about promoting Vancouver as an international travel destination.
- Excellent computer skills (Microsoft Office). Ability to learn/use online software to publish e-mail newsletters and communications.