

# *Employment Opportunity*

## *Manager, Marketing*

Posting Date: 10 February, 2016

Closing Date: 26 February, 2016 at 4:00pm PST

Job Location: Suite 707, 100 Park Royal South, West Vancouver, BC

Terms: Full-time, Permanent

Salary: Dependant on Qualifications

**Aboriginal Tourism BC is looking for a talented individual to lead our marketing department, promoting Aboriginal tourism — the fastest growing sector in BC's tourism industry!** The successful applicant will work with a small, hands-on and collaborative team that connects visitors with exceptional, authentic Aboriginal tourism experiences in British Columbia. They will always be learning, and there is a good chance that they will see some of the best places and experiences that British Columbia has to offer.

## **Required Qualifications**

- » 5-10+ years of experience in a tourism marketing and market development leadership role
- » Thorough understanding of modern content marketing and the development and sharing of high quality content across websites, social media and email
- » Knowledge of the critical role that travel media plays in successful market development and extensive experience facilitating domestic and international travel media activities
- » Extensive experience working with tour operators, receptive tour operators and tour wholesalers to increase tour inclusions as well as experience developing and marketing packages
- » Knowledge of the ever-changing impact of technology on modern marketing and experience with maximizing the effectiveness of websites and campaigns on mobile devices
- » **See the attached job description for a full list of Job Duties and Qualifications**

## **Applications**

All applications must be submitted in PDF format and must be received via email at [info@AboriginalBC.com](mailto:info@AboriginalBC.com) prior to 4:00pm PST on February 26, 2016.

## *Manager, Marketing*

Department: Marketing  
Reports To: Chief Operating Officer (COO)  
Term: Full-time

## Job Summary

The Manager, Marketing is accountable for the successful management of AtBC's marketing program with a focus to drive interest and sales through marketing activities. Activities include planning, implementation and evaluation of marketing strategy. This role requires critical thinking to ensure that all marketing strategies and tactics support the organizations' overall goals and strategic plans providing long-term value to AtBC's Stakeholders.

## Job Duties

- 1) Develops and implements AtBC's marketing plan working closely with AtBC's upper management, Marketing Committee, Marketing Stakeholders, Partners such as Destination BC and Destination Canada and AtBC's internal managers
- 2) Oversees the creative development and execution of AtBC's marketing campaigns
- 3) Directs and measures suppliers and contractors including companies that deliver AtBC's travel media, social media, online marketing, website design, website structure and creative design activities
- 4) Maintains strong relationships and collaborates with Destination Marketing Organizations such as Destination BC and Destination Canada to ensure AtBC's key messages are included in their marketing efforts
- 5) Works with Aboriginal Travel Services to develop marketing initiatives and ensures integration in AtBC's marketing plan
- 6) Develops strategic partnerships with receptive tour operators, tour operators, travel agents and other 3rd party distribution channels in key and emerging markets to grow Aboriginal experience inclusions in brochures / tariffs
- 7) Develops and conducts familiarization tours to promote Aboriginal tourism and AtBC's Stakeholders
- 8) Represents AtBC and its market-ready and export-ready Stakeholders at industry

events, marketplaces and trade shows

- 9) Develops opportunities and sales channels as new markets emerge
- 10) Works with Destination BC, Destination Canada and DMOs on joined marketing initiatives such as travel trade and travel media FAM tours and cooperative campaigns
- 11) Oversees coordination of travel media activities including story concepts, media events and media FAMs
- 12) Regularly evaluates the effectiveness and efficiency of all marketing efforts
- 13) Ensures that the results of all marketing activities are documented and measured on a regular basis, and reports outcomes to the CEO, COO, Marketing Committee and AtBC Board of Directors
- 14) Communicates to the CEO and COO on a timely basis any material matters affecting the marketing planning and execution
- 15) Attends meetings, conferences and workshops to further knowledge, and stay informed of the changes in the tourism industry and exchange information
- 16) Oversees data entry and maintenance of all consumer profiles, contact lists and leads
- 17) Works with internal managers and staff to support the development of market-ready and export-ready products and programs
- 18) Develops a thorough understanding of the current Aboriginal experiences offered in BC, and stays current as more products become available
- 19) Supports internal managers and staff to explore opportunities to develop Aboriginal tourism experiences in every region of BC that showcase the various cultures represented in each geographical region in BC, and that are sensitive to the specific opportunities, challenges and concerns of Aboriginal businesses and communities in each geographical region in BC
- 20) Hires consultants and contract staff as part of project delivery; manages staff and projects to ensure successful delivery

### *Finance and Budgets*

- 21) Works with the COO to develop the marketing budget, reviews operational performance against the budget, and brings important financial issues to the COO's attention in a timely manner
- 22) Ensures all project spending is within the agreed budgets and timelines

## *Staff Leadership*

- 23) Leads project staff and contractors, leads by example, and effectively manages guides and directs staff to accomplish project goals and objectives in conformance to policies, laws and regulations
- 24) Creates an open and supportive staff environment by clearly defining their respective duties, establishing performance standards and conducting performance reviews
- 25) Recruits, guides and manages all staff reporting directly. Evaluates staff performance and guides staff to maintain and improve their performance
- 26) Acts as a mentor, ensuring staff receive clear direction, supervision and motivation, and are provided with training, tools and technology required to do their jobs, consistent with the objectives of the strategic plan
- 27) Ensures all contractors are effectively fulfilling services as outlined in their respective business agreements with AtBC

## *Other Duties*

- 28) Performs other related duties as required

## **Qualifications**

- 29) Post-secondary degree or diploma in a discipline related to tourism management or business management
- 30) 5-10+ years of experience in a tourism marketing and market development leadership role
- 31) Thorough understanding of modern content marketing and the development and sharing of quality content across websites, social media and email
- 32) Knowledge of the critical role that travel media plays in successful market development and extensive experience facilitating domestic and international travel media activities
- 33) Extensive experience working with tour operators, receptive tour operators and tour wholesalers to increase tour inclusions as well as experience developing and marketing packages
- 34) Knowledge of the ever-changing impact of technology on modern marketing and experience with maximizing the effectiveness of websites and campaigns on mobile devices
- 35) Knowledge of the role that effective pay-per-click advertising, remarketing and search engine optimization plays in the success of marketing campaigns and experience managing these campaigns

- 36) Understanding of capacity building processes, procedures and challenges in Aboriginal businesses and communities
- 37) Knowledgeable of Aboriginal culture and a strong desire to develop economic opportunities for Aboriginal tourism businesses
- 38) Knowledge of international trade and primary distribution channels and the ability to establish B2B relationships to leverage third party channels
- 39) Proven effectiveness at managing and delivering multiple projects on-time and on-budget
- 40) Ability to travel
- 41) Experience supervising staff would be an asset
- 42) Strong public relations skills and effective at developing and maintaining business relationships
- 43) Understanding of, and experience with, managing budgets
- 44) Highly organized and a good decision-maker
- 45) Good creative writing and editing skills
- 46) Excellent oral and written communications skills, including proposal writing, public speaking and presentation skills
- 47) Excellent analytical and problem-solving skills
- 48) Pays strong attention to detail
- 49) Conflict resolution skills
- 50) Good team player and self-motivated with the ability to work effectively independently
- 51) Experience working in a fast-paced environment and effective at time management
- 52) Good facilitation and negotiation skills
- 53) Proficiency in the use of current office productivity software (Microsoft Office suite of products), including Microsoft Word, Excel, Access, Outlook and accounting software

## Working Conditions

- 54) Work is done within the AtBC offices and other locations, supplemented with travel to communities, events and conferences