



WHO WE ARE

As an independent and non-profit organization, our goal is to build a strong tourism network that impacts our partners economically and puts tourism in Surrey on the map. The team works to develop and market Surrey as a four-season visitor destination to attract overnight stays, and drive traffic and revenues to our tourism partners. Discover Surrey leverages regional and provincial programs with our provincial partners. Tourism in Surrey is restarting and growing, and we are here to guide the development of tourism experiences, and market these experiences to visitors interested in traveling to Metro Vancouver. Our team and organization are here to ensure that our tourism partners, stakeholders, and community have the resources to provide a memorable visitor experience. We believe in teamwork and supporting our employees to achieve their potential. We also value flexibility, diversity and are willing to roll-up our sleeves to get the project done. Our team is expanding, and we are looking for a passionate and creative Manager, Destination & Partner Marketing to join us. If you're looking to take your career to the next level, we would love to hear from you!

POSITION OVERVIEW

Working closely with and reporting to the Executive Director, you will manage the successful execution of marketing, visitor services and destination development initiatives and programs. You work with partners to develop destination marketing campaigns that will drive awareness and traffic to the City of Surrey with our agency and contractors. You will undertake administrative responsibilities to ensure the functionality and coordination of the team's activities while maintaining and growing crucial relationships with Discover Surrey's multiple stakeholders.

WHAT YOU WILL DO

- Support the Executive Director with project-specific initiatives and destination marketing.
- Contribute to the development of a progressive marketing strategy and destination plan.
- Manage and execute marketing campaigns that drive awareness and revenues to our partners
- Interpret data to develop engaging and impactful marketing campaigns and track the budget with agency and contractors.
- Inspire creativity and out-of-box thinking for to promote tourism experiences.
- Lead and mentor the mobile visitor services team to provide and deliver engaging programs.
- Manage the development and production of marketing materials/collateral and ensure timelines are met.
- Write and edit for different platforms such as social media, website and press releases.
- Maintain and develop relationships with our stakeholders and communicate campaign objectives, timelines and deliverables.

- Gather and analyze data to evaluate marketing campaigns and document best practices and recommendations.
- Prepare monthly reports and formulate sales projections for our stakeholders.
- Contribute and assist the Executive Director with media hosting program.
- Assist with public relations and community-based activities.
- Other duties as assigned.

OUR IDEAL CANDIDATE

- University degree or college diploma in marketing or communications preferred.
- Minimum 2-3 years of experience in marketing or communications. Experience in tourism or visitor services training is an asset.
- Knowledge of content writing, graphic design principles, social media platforms, public relations and CRM fundamentals.
- Advanced computer skills in Microsoft Office. Working knowledge of graphic design tools, content or database management software and social media platforms considered an asset.
- Excellent written and verbal communication skills.
- Strong interpersonal skills for managing interactions with individuals at all levels.
- Exceptional customer/client service, organizational and time management skills.
- Attention to detail and self-starter.
- To confirm employment, must provide government-issued proof of full vaccination against Covid-19
- Class 5 Driver's full license required (with no graduated licensing restrictions) as well as a valid passport.
- Access to a personal vehicle is an asset.

ADDITIONAL INFORMATION

- Job type: Full-time
- Location: Discover Surrey Office
- Occasional travel, weekend or evening shifts required and based on business needs.
- Application deadline:
- Start date: 2022

COMPENSATION

- \$55,000 to \$70,000 / year salary
- Professional development allowance - \$1,000
- Extended health benefit pending

HOW TO APPLY

Discover Surrey welcomes applications for positions posted on our website or advertised elsewhere. Be sure to submit your application with a copy of your resume and cover letter to HR@discoversurreybc.com. To aid us in our selection process, your cover letter should clearly

summarize how you meet each of the job requirements. Please note that only those applicants being considered for a posted position will be contacted.