



DIRECTOR, MARKETING & VISITOR EXPERIENCE 12 MONTH TERM POSITION

About Tourism Prince George

Located on the unceded, traditional territory of the Lheidli T'enneh, Tourism Prince George Society operates as the central destination marketing organization within the city of Prince George. As a tourism ambassador, we are committed to supporting and promoting cultural connectivity and understanding with our host Nation, and other regional Nations while we move along the pathway to reconciliation. Our diverse and talented team works closely with our local tourism partners to develop innovative campaigns that will drive visitation to Prince George. Tourism Prince George is committed to creating and maintaining an inclusive workplace that welcomes, respects, and values diverse backgrounds, viewpoints, and abilities. As an equal opportunity employer focused on achieving a fully inclusive, barrier-free workplace, we are committed to removing barriers for underrepresented peoples, and support every employee to increase active engagement in the workplace.

Job Description:

Reporting to the Chief Executive Officer, the Director, Marketing & Visitor Experience will act as a strategic, hands on, and participative manager that will lead and support all marketing activities for the organization and all aspects of Visitor Services. The Director, Marketing & Visitor Experience will play a critical role in partnering with the senior leadership team in strategic and operational decisions. The position is ideal for an autonomous, independent decision-maker who is passionate about helping Prince George grow as a destination. The Director must be capable in their abilities and experience to balance both economic and community development through a tourism focus to ensure Prince George's visitor economy benefits both community residents and visitors alike. The ideal candidate will have experience and understanding in building and managing relationships with a diverse and complex network of internal and external stakeholders.

Duties & Responsibilities:

Marketing

- Manage and monitor daily marketing activities and staff.
- Plan, budget, and set strategy for all marketing efforts.
- Develop and manage brand, product, and stakeholder partnership campaigns to raise destination awareness.
- Devise strategies to drive online traffic to the organization's website.
- Review new technologies and advancements to keep the organization current in marketing trends.

TOURISMPG.COM



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- Oversee the coordination of marketing and visitor services trade shows and other relevant events to ensure they align with marketing strategies.
- Ensure the organization sets and follows brand guidelines.
- Collaborate with other departments to ensure all campaigns are on brand and executed across all channels.

Visitor Services

- Oversee all staff to ensure effective management of the Visitor Information Centre and container market.
- Create and oversee strategy for Visitor Service Engagement, both in person (Visitor Centre and Mobile) and digitally.
- Devise strategies and monitor budgets for branded apparel and all gift shop items.
- Represent Tourism Prince George at industry events if necessary

Human Resources and Administration

- Provide direction to all Visitor Service and Marketing employees for their day-to-day responsibilities.
- Create and execute budgets for marketing and visitor services tactics with CEO and Director, Corporate Services.
- Work with CEO to recruit, train, create performance reviews, do check-ins and manage direct reports.
- Create and monitor annual tactics, KPI's, and reporting methods for marketing, visitor services.
- Assist in completion of annual DBC and City of Prince George reports.
- Act as liaison with applicable tourism stakeholders.
- Oversee the agencies and vendors charged with strategic actions and tactics to implement the overarching five-year plan.

Preferred Qualifications:

- A university degree in Marketing, Tourism Management, Business Administration, or a related field.
- Minimum of five years of overall professional experience; ideally three-plus years of managing marketing campaigns and budgets.
- A deep understanding of the tourism industry, specifically relating to marketing.
- Experience working in a DMO is considered an asset.
- Excellent written and verbal communication skills.
- Excellent relationship building skills with an ability to prioritize, negotiate, and work with a variety of partners and stakeholders.
- Excellent organizational and leadership abilities.
- Analytical skills to evaluate data and develop budgets.
- Exceptional organizational, project management, and time management capabilities with a strong attention to detail.

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- Ability to adapt and manage change.
- Experience working with CRM software.
- Advanced user of Windows and Microsoft products.
- Valid Class 5 Driver's License.

Cultural Fit

- Enjoys working in a team environment.
- Ability to manage multiple projects and areas of responsibility.
- Professionalism in all aspects of performance and presentation.
- Commitment to quality and accuracy of work.
- Ability to make strategic decisions that move the organization forward; effective goal-setting, action plans and evaluation of successes and failures.

Employee Details

- Full-time, Monday to Friday role, with some requirements for evenings or weekend work due to event schedules.
- Some travel required for conferences, tradeshow, functions and events.
- Additional benefits include flexible and remote work arrangements, cell phone coverage, extended health and dental, and RRSP matching.
- Integrated team environment, with close collaboration between departments.
- Salary range \$70,000.00 to \$80,000.00.

Candidates are invited to submit their resume and cover letter for the Director, Marketing & Visitor Experience to Sarah Kirk at kirk@tourismpg.com prior to **Monday, July 15, 2024 at 4:30 pm**. We thank all candidates in advance for their interest; however only those short-listed will be contacted for an interview. No phone calls please.

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