

**SCHEDULE “A”
TOURISM VANCOUVER
METRO VANCOUVER CONVENTION AND VISITORS BUREAU**

POSITION DESCRIPTION

IDENTIFICATION

Position Title:	Manager, Events Tourism
Department:	Destination Development
Reporting to:	Director, Destination Development
Date Updated:	January 2017

BACKGROUND

Destination Development involves creating memorable experiences for visitors based on a critical mass of attractions, events (sporting, arts & cultural, entertainment, etc.) and services.

Festivals and events are an important foundation for enabling visitors to connect with locals – a key motivation for travel. Events – whether it be sporting, cultural or one-of-a-kind - are a very important part of a destination’s business mix. Tourism Vancouver has identified that it is vitally important for Vancouver to build year-round events activity to attract more visitors and deliver an exceptional visitor experience.

Tourism Vancouver’s goal is to build key tourism events that will stimulate year-round visitation and repeat visitors, along with recommending Vancouver as a *must-visit* to family and friends. This newly-created position – Manager, Events Tourism - will support the organization’s goal through the expansion of existing events, the introduction of new events, and the acquisition of national and international events to our market.

POSITION SUMMARY

The Manager, Events Tourism is responsible for the planning and management of all aspects of the Events Tourism portfolio. The Manager will develop and execute the events tourism program based on research findings and collaboration opportunities. Partnerships, collaboration, and capital support are key to attract, develop, and sustain events to Vancouver and build year-round demand.

The strategic direction and budget of the Events Tourism portfolio is planned in consultation with the Director, Destination Development. The Manager will work closely with internal departments – marketing, marketing services, communications and media relations.

POSITION RESPONSIBILITIES

- Develop strategic framework – strategies, goals, and structure for execution of events tourism program
- Identify stakeholders and partners (industry, event management companies, government, etc.) emphasizing collaboration and cooperation
- Build alliances and partnerships, both inside and outside the organization to leverage the capabilities, networks, experience and expertise
- Liaise with Tourism Vancouver internal departments (Marketing, Leisure Travel, Meetings & Conventions, Experience Vancouver) to facilitate Tourism Vancouver's event marketing support and campaigns
- Determine the roles and responsibilities of each stakeholder/partner
- Determine event mix – super, large, medium/seasonality/annual, bi-annual, one-of-a-kind
- Recommend collaboration structure to effectively deliver a successful program
- Work with industry partners including Tourism Vancouver members (Vancouver Hotel Destination Association, City of Vancouver, etc.)
- Deliver an implementation plan identifying events, timelines, responsibilities, partners, calendar, budgets.
- Establish, communicate and maintain timelines and priorities on every event project
- Communicate, maintain and develop client relationships
- Manage operational and administrative functions to ensure specific projects are delivered efficiently and on time
- Develop and manage all event/program agreements
- Provide leadership, motivation, direction and support to internal and external teams
- Be responsible for all project budgets from start to finish
- Represent Tourism Vancouver to the business and tourism community as required
- Represent Tourism Vancouver on applicable Boards and committees, i.e. New Year's Eve Society

WORKING CONDITIONS

The position requires the Manager to be available for early morning, late evening, and occasional weekend work as well as occasional travel.

QUALIFICATIONS

- Minimum of 5 – 8 years of experience in a similar strategic role
- Expertise in event planning and management
- Strong business development and project management skills
- Solid financial management experience
- Strong strategic, innovative and creative outlook
- Demonstrated ability to collaborate and lead effective project teams
- Results driven, proven ability to establish, prioritize, multi-task and accomplish goals

- Proven ability to make sound decisions, meet deadlines, take and give direction, and pay attention to detail
- Clear and concise communication skills – written and presentation of data/concepts to diverse groups
- Ability to manage partners and project team members effectively
- Able to work well independently, demonstrates initiative, self-starter
- Known for consistently demonstrating a high level of professionalism, maturity, diplomacy, ethics, values and judgment regarding decision-making
- Ability to professionally manage difficult situations and create positive resolutions to disputes, thrives in ambiguity
- Passion for Vancouver as an international destination
- Knowledge of event measurement tools and technologies
- Strong technology aptitude with good working knowledge of CRM databases, Microsoft Word applications, Adobe Acrobat
- Post-secondary education in a related field and/or equivalent experience