

SCHEDULE "A"
TOURISM VANCOUVER
METRO VANCOUVER CONVENTION AND VISITORS BUREAU

POSITION DESCRIPTION

IDENTIFICATION

Position Title: Membership Specialist, Destination Services & Products

Department: Destination Development

Reporting to: Manager, Membership

Date Prepared: January 2017

POSITION SUMMARY

The Membership Specialist, Destination Services & Products serves as the main point of contact for Tourism Vancouver member businesses and is ultimately responsible for ensuring that they have the tools they need to be an active and engaged member. They add value to Tourism Vancouver by maintaining, servicing and adding to the existing membership base along with promoting a selection of Tourism Vancouver value-added products.

The primary role is to proactively engage member businesses in the various programs, and sales and marketing activities/products of Tourism Vancouver. The Membership team is also responsible for the organization and execution of upwards of 20 events annually, ranging from networking mixers to educational sessions.

Our 1,000+ member businesses provide experiences and services to the millions of visitors who come to Vancouver each year. We are here to support our members and ensure that our visitors enjoy an exceptional experience while visiting this top-rated destination.

POSITION RESPONSIBILITIES

Membership

- Proactively educates members regarding all aspects of Tourism Vancouver membership opportunities including information on and reinforcing the benefits of membership engagement.
- Provides counsel to members and potential members to determine and recommend appropriate level of membership.
- Analyzes member needs and match with relevant participation and buy-in opportunities, as well as the key Tourism Vancouver staff with which to build relationships.
- Encourages members to actively participate in all appropriate Tourism Vancouver's sales and marketing activities and initiatives.

- Fosters and maintains relationships with existing member businesses to ensure that they have everything they need to be an active and engaged member of Tourism Vancouver.
- Serves as the key internal source for member information enabling other Tourism Vancouver staff to meet the needs of their respective clients in an efficient, effective and accurate manner.
- Provides ongoing maintenance of and responsibility for the membership area of the CRM database.
- Provides ongoing guidance to both member and non-member businesses that will aid in the development of their product offering to enhance the visitor experience.
- In consultation with internal teams, proactively reaches out to businesses that will improve the product mix of the organization and increase membership revenue. Solicits these businesses to become members of Tourism Vancouver membership through cold calling and other communication channels.
- Oversees annual renewal of membership investments, including liaising with members, and Tourism Vancouver's finance team and continued follow up as required.
- Assesses needs of prospective members, recommends other marketing channels as appropriate and deflects non-targeted members in a positive manner.
- Organizes and participates in member familiarization trips, site visits and presentations to Tourism Vancouver employees.
- Develops and delivers both informational and educational sessions to members and other industry groups through a variety of mediums (in person presentations and webinars).
- Represents Tourism Vancouver at select industry and member events.
- Proofs, edits and updates relevant Tourism Vancouver marketing initiatives, including all printed/digital guides, weekly eNews, member's extranet, training documents and others.
- Actively participates in the development and delivery of Membership annual strategic and tactical plans.

Member Services & Products

- Membership representative for service-related businesses (accommodations, restaurants, transportation, facilities, etc.)
- Facilitates coordination and sales of products including brochure racking, non-member web listings, website advertising sales, Dine Out restaurant/hotel registrations
- Coordinates and writes Tourism Vancouver's eNews publication (shared with Membership Specialist – Destination Experiences & Initiatives)
- Works closely/liaises with Meetings & Conventions department
- Coordinates internally and externally on image gallery, collateral orders
- Provides overall team support

WORKING CONDITIONS

The position requires the Membership Specialist to be available for semi-regular early morning, late evening, and/or occasional weekend work.

QUALIFICATIONS

- 3 – 5 years of experience in a similar role
- Extensive knowledge of Tourism Vancouver members and of Metro Vancouver
- Proven ability to make sound decisions, meet deadlines, take and give direction
- Proven ability to establish, prioritize, accomplish goals and have attention to detail
- Able to make sound decisions, meet deadlines and take direction.
- Ability to professionally handle difficult situations and create positive resolutions to disputes
- Sales experience is essential
- High level of comfort and experience with public speaking and engagement settings.
- Excellent verbal, written, and business presentation skills
- Commitment to consistent service excellence and acts in a professional manner at all times.
- Excellent judgement and decision making ability.
- Able to work well independently yet co-operatively; consistently committed to individual, team and corporate excellence
- Innovative, creative marketing and entrepreneurial qualities are an asset
- Corporate social media engagement experience.
- Corporate communications experience an asset.
- Passion for Vancouver as a destination is a must.
- Strong technology aptitude with excellent proficiency of CRM systems, Excel, Photoshop, PowerPoint
- Post-secondary education in a related field or equivalent experience.

Duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either verbally or in writing.