

Vancouver Attractions Group- Marketing & Operations Manager

The Marketing and Operations Manager is responsible for planning, executing, and managing marketing campaigns and initiatives across various channels to drive growth and retail awareness for the Vancouver Attractions Group.

This role requires ongoing engagement with the board, membership and industry partners, for content, marketing and funding support. This role also oversees administrative operations including relationship with POS provider, member payouts and financials (with support from a bookkeeper), compliance and other regulatory requirements, and regular meetings and reporting. The ideal candidate will have a strong background in the tourism industry and core marketing disciplines - digital marketing, brand strategy, and data-driven decision-making.

Compensation Range: \$48,000 to \$55,000 per annum (salaried position)

Estimated hours: approximately 20 hours/week with understanding this will fluctuate throughout the year.

Commencing: March 1, 2025

Application Close Date: November 15, 2024

Key Responsibilities:

Strategy Development:

- Develop, execute, and continually refine a comprehensive marketing strategy aimed at increasing retail engagement, driving traffic to the Vancouver Attractions Group website, and boosting overall visitation numbers to member attractions.

Digital Marketing:

- Plan, oversee, and implement digital marketing campaigns across various channels including Google Ads, traditional media, and online advertising.
- Track and optimize campaign performance to ensure maximum ROI and effectiveness.

Social Media & Content Creation:

- Develop and manage content strategies for social media platforms that enhance engagement and grow the follower base.
- Create bi-monthly blog content that highlights attractions and special offers.
- Leverage user-generated content to foster customer engagement

Website Maintenance and Optimization

- Maintain and regularly update the Vancouver Attractions website (www.vancouverattractions.com), ensuring content is accurate, engaging, and current
- Work closely with attraction members to coordinate content updates

- Manage SEO efforts to improve search engine rankings and attract organic traffic to the website.

Funding Oversight - DBC Cooperative Marketing Program:

- Main point of contact for DBC
- Submit DBC Interim and Final Reports
- Proposal creation and submission to DBC - 2027

Member Engagement:

- Coordinate annual membership renewals including invoicing, insurance requirements and monthly sales remittance
- Responsible for all inter-attraction communications including: _monthly sales reports and cooperative updates _ requesting creative and editorial updates
- Coordinate and encourage participation in member buy-in marketing programs and cross-promotional opportunities between members
- Organize and coordinate member meetings (3x annually) including notice, agenda, background material, meeting minutes and action items
- On board new members

Industry Relations:

- Represent the Group by attending various industry functions and participating in surveys, focus groups or other online or in person no cost engagement opportunities within the industry
- Maintain industry connections with potential partners including, but not limited to Destination Vancouver, Destination BC, Vancouver's North Shore Tourism, Tourism Squamish and others

Customer Service:

- Monitor email and respond to customer inquiries, including refunds, in a timely manner

Administration

- Maintain contracts and business relationship with TixTrack and Stripe
- Administrative duties including securing web hosting services, insurance and other services
- Work with Bookkeeper and Auditor to produce Annual Financial statements
- Prepare the Annual Report including financial statements, stats, and executive summary

Option: Bookkeeping (higher end of compensation range if included)

- Record financial transactions and complete the posting process
- Verify that transactions are recorded in the correct accounts, ledgers, and journals.
- Reconcile accounts, such as bank statements, to ensure accuracy of financial data.
- Process accounts payable and accounts receivable under the direction of the Marketing & Operations Manager. This includes, but not limited to preparation of annual membership invoices, payment of supplier payables, process customer refunds (as approved by Marketing & Operations Manager)
- Prepare monthly net sales reports for each member based on funds received from TixTrax and Stripe and relevant deductions & fees

- Prepare financial reports, such as balance sheets, income statements, and cash flow reports
- Work closely with the accountant to ensure accurate financial reporting including annual financial statements

Skills & Qualifications:

- Strong experience in marketing strategy, digital marketing including social media, SEO, SEM, and content creation.
- Excellent communication and organizational skills, with the ability to manage multiple stakeholders and manage administrative tasks, contracts, and financial statements.
- Experience working with media buying, website maintenance, media buying, and partnership development.
- Ability to analyze marketing data and make data-driven decisions to optimize performance.
- Customer service experience with a focus on creating positive guest experiences.

Please submit your expression of interest and resume to info@vancouverattractions.ca