

phone 403.263.8510 fax 403.262.3809
200, 238 11 Avenue S.E.
Calgary, Alberta, Canada T2G 0X8
visitcalgary.com



JOB DESCRIPTION

MANAGER, DESTINATION BRAND PARTNERSHIPS

COMPANY OVERVIEW

Tourism Calgary is the official destination marketing and development organization for Calgary's tourism industry. For more than 50 years, the organization's primary purpose has been to promote Calgary and area as the destination of choice for leisure travelers. With a vision of making Calgary the ultimate host city, Tourism Calgary markets the city locally, nationally and internationally and advocates for its ongoing development as a destination. The organization hosts and attracts visitors and events and activates the city by fostering the growth of shareable, memorable experiences. Calgary's tourism industry contributes approximately \$1.6 billion in visitor spending by over 7 million visitors annually. For more information about Tourism Calgary, please visit www.visitcalgary.com.

THE POSITION

Over the past three years, Tourism Calgary has been changing its approach to brand. They have been developing a destination brand that is built on identity, community and story-telling. Tourism Calgary is looking for a brand steward that will collaborate internally and externally to continue to advance Calgary's reputation as a top tourism destination. The ideal candidate will be a passionate Calgary ambassador (like you know more insider deets about this city than most, passionate). You are a strong storyteller, natural collaborator and constantly looks for opportunities to showcase Calgary's brand to the world. The Manager, Destination Brand Partnerships fosters the ongoing development and communication of the destination brand through:

- Strategic planning and execution
- Partner education and support
- Community engagement
- Brand-aligned partnerships
- Asset development
- Brand monitoring and measurement

This position reports to the Senior Vice President, Marketing.

KEY RESPONSIBILITIES:

- Develop and implement an integrated brand strategy that supports and elevates Tourism Calgary's annual business and marketing plans. Maintains brand unit's budget, collects measures and identifies insights to grow and refine brand strategy.
- Works in tandem with the marketing team to fully integrate the destination brand in marketing programs and lead brand initiatives and partnerships.
- In collaboration with all Tourism Calgary units, identify opportunities to showcase the destination brand that could include, consumer promotions, event activation, visitor services, partner engagement, experience development and assets creation.

- In partnership with Calgary Economic Development, develop and communicate a clearly defined Calgary brand to internal and external stakeholders, ensuring target audiences, positioning and Calgary's distinct personality are always top-of-mind.
- Lead multi-stakeholder and community partner, brand advisor committee that aligns civic storytelling efforts and strengthens Calgary's competitive identity.
- Develop and nourish relationships with industry, civic and community partners and provincial and federal government organizations.
- Operate as a day-to-day brand steward, providing tools and resources that enable internal and external stakeholders to elevate the Calgary brand.
- Manage and foster brand-aligned partnerships that broaden Calgary's reach.
- Manage day-to-day relationships with key brand agencies and vendors.
- Monitor tourism, place making and marketing trends to inform strategies and processes.
- Represent Tourism Calgary at corporate and partner events in a manner that builds community and support for the organization's mission and vision.

QUALIFICATIONS:

- A minimum of 5-7 years management experience in either brand, marketing, tourism or a lead story-telling role.
- University or College degree, preferably in Marketing, Communications, PR or Tourism Management
- Passionate Calgarian
- Proven ability to plan strategically through clear objectives, goals and measures
- Experience developing and executing sophisticated marketing partnerships
- Consistent team player and skillful collaborator
- Experience successfully developing and managing stakeholder relationships and community partnerships.
- Strong analytical skills with the ability to collect, organize and analyze significant amounts of information into actionable and relevant insight
- Strong budget, time and project management expertise with an ability to prioritize, meet, and maintain deadlines.
- Demonstrated ability to anticipate, identify and adapt to important industry trends.
- Excellent communication skills, verbal and written
- Working knowledge of MS Office suite of products

Application Process:

Reply in confidence with a cover letter and resume by July 26th, 2019

Roxanne Wideen
 Director, HR
 Tourism Calgary

Email roxanne@tourismcalgary.com

Please provide 3 references.

Please note: only those selected for an interview will be contacted.