

VANCOUVER ART GALLERY ASSOCIATION
PART-TIME POSITION AVAILABLE
TOURISM MARKETING SPECIALIST

DUTIES:

Reporting to the Director of Marketing, Communications & Public Affairs, the Tourism Partnership Specialist will proactively promote the Vancouver Art Gallery to the tourism and corporate markets and will be responsible for growing Admission revenues through strategic sales and fostering relationships with tourism, cultural, corporate and private industry stakeholders. The candidate will develop relationships with key players in these sectors and combine a well-developed knowledge of the Vancouver Art Gallery exhibitions and public programs with carefully researched target prospects to identify and provide strategic opportunities for the Gallery. The incumbent will work closely with hotel, cultural, community and corporate partners to create packages and participate in trade shows where opportunities exist. Strongly technical, he/she will employ the latest tools to execute smart targeting, connect the right people at the right time, and develop strategic and long-term business opportunities for the purpose of driving sales.

QUALIFICATIONS:

Minimum post-secondary degree in business/marketing, tourism management, or arts related field. Minimum of 5 years of related experience, or equivalent combination of training and experience. Knowledge of the Canadian art and cultural sector, and of the tourism and hospitality industry is an asset. Proven track record in diverse community networking and/or evidence of networking memberships/influencer activities is required. Good working knowledge of database management, software office applications, CRM technology as well as a strong willingness to learn and adapt to new software. Excellent skills in account management, direct sales, and sales presentations. Solid background in prospecting and research to identify business and partnership opportunities. Strong innovative, creative and strategic outlook for sales business development and ability to connect the dots for future business opportunities. Proven track record of attaining measurable results, goals and targets. Exceptional interpersonal skills, superior oral and written capabilities, including the ability to build professional relationships with a variety of stakeholders. Strong team player. Good organization, prioritization, and time management skills. Knowledge of the Canadian cultural sector and art history is an asset. Knowledge of the tourism and hospitality industry. Ability to work under multiple deadlines while thinking critically and acting strategically.

SALARY: Pay Grade 23, Step 1; \$27.90 per hour

HOURS: 21 hours per week, 3 days per week, 7 hour days

Please send your resume, in confidence, by Friday, December 15 , 2017, to the Director of Human Resources, Vancouver Art Gallery, 750 Hornby Street, Vancouver, B.C. V6Z 2H7, Fax: (604) 682-1086 or email: hr@vanartgallery.bc.ca

We thank all applicants for their interest; however, only those short-listed will be contacted.