

The Vancouver Lookout

Job Profile

Title: Marketing and Business Development Manager

Reporting to: General Manager

Date Prepared: November, 2011

Salary: TBD

Closing: January 13, 2012

Since 1977 the Vancouver Lookout has been one of the most iconic and recognizable landmarks in the city. The Observation Deck is situated in the heart of the city high above Vancouver and the perfect first stop on any itinerary, providing a breathtaking bird's eye view of one of the most beautiful cities in the world.

The Vancouver Lookout, one of Vancouver's top attractions and special event space is currently looking for a Marketing and Business Development Manager to develop, establish and maintain marketing strategies to meet organizational objectives. Effective management of the marketing, advertising and promotional activities of the organization.

Responsibilities:

- Assist with creating, managing , and implementing marketing plans including but not limited to the following markets: Leisure, Group, ESL, Education, and Special Events
- Assist with creating and developing promotional materials and campaigns
- Act as main liaison for city concierge, manage concierge incentive program
- Assist with the development, implementation of and analyzing questionnaires and databases to assist with market and production development
- Create and Manage online marketing strategy including Google keyword ranking, SEO, social media (Twitter, Facebook, Youtube) and other internet marketing activities
- Booking and managing special events
- Manage the scheduling and promotion of website events
- Conduct site tours of the Vancouver Lookout's special event space
- Assist in developing ideas and create offers for multilingual, cultural advertising methods and marketing to major accounts for tour operators and individuals.
- Train and advise staff of current marketing initiatives, programs and developments
- Organize, prepare, and participate in periodic marketing events, trade shows and networking events to promote the Vancouver Lookout.

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

Please be aware that attendance for trade show, industry events and training may fall out of regular business hours

Job Requirements

- Diploma or degree preferably in Tourism, Marketing, or related discipline from a recognized college or technical school

- Minimum two years experience in a leadership role preferably in Tourism/Hospitality;
- Proven leadership, interpersonal and delegating skills, as well as high personal motivation, positive disposition with the ability to motivate others;
- Proven event management skills
- Strong sales and promotion skills
- Strong organizational skills
- Strong business acumen
- Ability to be creative and think outside the box
- Proven experience with Google Analytics & SEO
- Knowledge social networking and website applications;
- Strong communication skills;
- Strong technology aptitude with good working knowledge of Windows operating system, word processing (Word for Windows) and spreadsheet applications (Excel). Willingness in learning and adapting to new software & hardware applications and internet experience an asset.
- Canadian permanent residency required

Apply by January 13, 2012 to:

To: Stacey Klyne
General Manager
You will be contacted by our office for an interview
Vancouver Lookout at Harbour Centre
P.O. Box 12120, 555 West Hastings Street
Vancouver, B.C. V6B 4N6

E-mail: staceyklyne@vancouverlookout.com
No Phone calls please