

# DESTINATION GREATER VICTORIA

## **Job Description – Travel Media and Travel Trade Specialist**

### **Title**

Travel Media and Travel Trade Specialist

### **Reports To**

Vice President, Marketing Communications and Director of Travel Trade

### **Summary**

The Travel Media and Trade Specialist is responsible for supporting the promotion and visibility of the Greater Victoria region by supporting media and trade relations across both traditional and digital platforms. This role combines the strategic objectives of travel media relations and travel trade development, focusing on administrative tasks such as maintaining databases of media contacts, content creator, and trade partners, coordinating media visits, content creator collaborations, and sales missions, recording and reporting on media placements, and tracking expenditures. The Travel Media and Trade Specialist will also assist in the creation and distribution of content, including newsletters and itineraries, and ensure that all travel media and trade activities are aligned with the organization's marketing targets. By working closely with internal teams and external partners, the Travel Media and Trade Specialist will help elevate Greater Victoria's presence in key markets, drive visitation, and support the destination's marketing and tourism initiatives.

### **Job Duties**

- Maintain and update databases of media contacts, content creators, and travel trade partners.
- Coordinate itineraries for travel media, travel trade, and content creator visits, including FAM tours and trade shows.
- Track and report on program expenditures and reconcile budgets for media, travel trade and content creator initiatives.
- Support contract development with content creators.
- Follow up on travel trade, media leads, inquiries, and content creator collaborations.
- Monitor and report media coverage and social content creator impact, ensuring alignment with target demographics.
- Prepare and distribute B2B communications such as newsletters and itineraries.
- Responsible for SimpleView CRM database management for the sales and business development department.
- Coordinate department sales materials and promotional items including any shipping, welcome packages, gifts, attraction passes and other collateral.
- Support the development of content strategies that align with both traditional media and content creator goals.
- Organize and participate in travel trade shows, sales missions, and content creator visits to increase visibility for Greater Victoria.
- Collaborate with internal teams and external partners for content creation, event coordination, and program execution.
- Assist in generating insights from market intelligence to inform future media and trade strategies.
- Contribute to Balanced Scorecard reporting.

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- Ensure all content is on-brand, consistent in terms of style, quality, tone of voice, and adheres to corporate brand standards.
- Other duties as required.

## **Key Qualifications – Knowledge and Experience**

- A degree or diploma in Communications, Marketing, Public Relations, Tourism, Business, or a related field, or a combination of education and/or work experience.
- A minimum of 2-3 years' experience in media relations, travel trade, social content creator, or tourism marketing role, with a strong understanding of both traditional and digital media.
- Proven ability to build and maintain relationships with media outlets, journalists, travel trade partners, and content creators.
- Strong organizational skills with the ability to manage multiple tasks, prioritize, and meet deadlines in a fast-paced environment.
- Experience in creating, coordinating, and executing media visits, content creator campaigns, and trade show participation.
- Proficiency in utilizing software tools for media monitoring, content management, and reporting (e.g., CRM systems, media databases, social listening tools).
- Demonstrated experience in tracking and managing budgets, with the ability to reconcile expenditures and optimize cost-effectiveness.
- Knowledge of tourism markets, including key domestic and international demographics and trends, with an understanding of Greater Victoria's tourism landscape.
- Familiarity with social media platforms (e.g., Instagram, TikTok, Facebook, Twitter) and the ability to leverage content creators for destination marketing.
- Ability to work collaboratively within a team and independently, demonstrating initiative and a proactive approach to problem-solving.
- A passion for tourism marketing, storytelling, and promoting travel destinations in a compelling and authentic manner.

## **Personal Attributes**

- Positive, proactive, and solution-oriented, with a strong ability to adapt to changing priorities and new challenges.
- Strong interpersonal and relationship-building skills, with the ability to work collaboratively across teams and with external partners.
- Detail-oriented and highly organized, able to manage multiple tasks simultaneously while maintaining high-quality work.
- Excellent communication skills, both written and verbal, with the ability to create compelling content and deliver presentations confidently.
- Strong emotional intelligence, with the ability to navigate diverse stakeholders and handle sensitive situations with diplomacy and professionalism.
- Self-motivated, results-driven, and able to work independently while contributing to a culture of high performance and mutual support.
- Creative thinker with a passion for storytelling, innovation, and finding new ways to engage audiences.
- High level of integrity and professionalism, with a strong work ethic and a commitment to delivering on objectives.

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## **Working Conditions**

- Occasional evening and weekend work will be required, especially when facilitating media visits, FAMs or attending events.
- Ability to host media, content creators, and travel trade partners as required, including organizing FAM tours and media visits.
- Flexibility to attend and conduct presentations, conferences, and other industry-related events.
- Passport or ability to obtain a passport is required.
- A valid BC driver's license is considered an asset.
- Ability to work outside of regular office hours, as required by media or trade missions and events.

## **Salary Band**

- Salary range: \$49,000-\$62,000 dependent on experience and related skills.
- Competitive benefits package.