

Manager, Communications Vancouver, BC

Chemistry Consulting Group is proud to partner with the BC Hotel Association to search for a Manager, Communications.

The BC Hotel Association is focused on shaping the future of hospitality and is the advocate and spokesperson for the interests of the hotel industry throughout British Columbia. They represent an industry with revenue in excess of \$3.2 billion; 80,000 rooms; and more than 60,000 employees. With members in almost every community throughout BC, they are a significant component of BC's \$13.8 billion tourism trade. Their mandate is to affect positive change in the BC tourism and hospitality ecosystem, making British Columbia highly competitive on the global stage.

The Manager, Communications is a member of the leadership team and will be working in close collaboration with other key staff. This role is responsible for developing, implementing, and managing the marketing and communications strategy for all Association programs and services. The Manager, Communications directs all association communications and public relations activities and serves as project manager for assigned committee initiatives.

Duties and Responsibilities

- Direct the internal and external communication activities of the Association.
- Design and produce the Association newsletter and other member engagement material.
- Evaluate various member communication options and recommend choices to CEO and board.
- Manage regular member communications through utilization of a variety of technologies and social media channels.
- Act as editorial lead in consultation with the Association's trade magazine publisher, including providing written articles, final editorial sign-off, and pre-production proofing approval.
- Create and manage communications and marketing plans for the Association's products and services in collaboration with other association leads.
- Manage the relationship with the Association's marketing/communications related vendors.
- Create and manage all marketing budgets.
- Evaluate effectiveness of marketing efforts with monitored KPIs and regular Board reports.

- Manage the strategic development and supervise maintenance of Association website including content and functionality.
- Manage media relationships, produce press releases, maintain updated media list.
- Manage the development and execution of all end-user advocacy/public relations campaigns.

Skills and Qualifications

- Minimum of a Bachelor's degree in communications, public relations, political science, public policy, journalism, or a related field
- 3+ years' experience in the area of communications and public relations
- Strong writing skills are essential to this position, including experience writing press releases, website copy, policy backgrounders, fact sheets, etc.
- Ability to develop and implement comprehensive strategic communications plans
- Ability to manage multiple projects and initiatives
- Superior problem-solving, decision-making and project management skills
- Proficiency with computer applications including Google News Alerts, Microsoft Office, Adobe Creative Cloud (InDesign, Photoshop, Dreamweaver), web-based CMS systems, WYSIWYG, and some understanding of HTML is an asset

Interested candidates should visit <https://chemistryconsulting.ca/current-opportunities> and follow the prompts to submit a resume and cover letter outlining suitability and qualifications.

We thank you for your interest in this opportunity but only those considered to be suitably qualified will be contacted.