

Tourism Marketing Committee: Call for Applications

Destination British Columbia established an industry-based Tourism Marketing Committee (TMC) in 2013, as outlined in the *Destination BC Corp. Act*, to provide advice to the Corporation's Board of Directors and CEO on:

- Marketing strategies for the organization;
- Ways to use Destination BC marketing strategies and programs to align tourism marketing programs across the province;
- Performance metrics to act as the basis for transparent tracking of the success of the organization's tourism marketing programming, and the performance of the tourism sector, particularly against key competitors; and
- Ways to use Destination British Columbia funds to leverage private sector tourism marketing funding.

Terms of Reference (TOR)

The TOR for the TMC can be found [here](#). Destination BC and BC's Regional Destination Marketing Organizations (RDMOs) selected the founding members of the Tourism Marketing Committee in July 2013. The Committee is comprised of up to 21 members:

- Eighteen (18) regionally based members, three from each of British Columbia's six tourism regions;
- One member (1) nominated by the Aboriginal Tourism Association of British Columbia (AtBC), and
- Up to two (2) additional members appointed by the Destination BC Board in consultation with RDMOs, if necessary to ensure that the perspectives of all tourism sectors are represented on the Committee.

Collectively, TMC members must have the necessary range of skills and experience, regional and sector perspectives, and marketing knowledge to provide valued, strategic marketing advice to the CEO and Board.

Terms have expired for six members, each from one of the regions: Vancouver, Coast & Mountains; Vancouver Island; Thompson Okanagan; Cariboo Chilcotin Coast; Northern BC; and the Kootenay Rockies. As such, Destination BC and RDMOs are issuing a call for applicants to serve on the TMC for a three-year term beginning January 1, 2017. The Application Form is attached herein.

Experience and Skills

Interested applicants should possess the following experience and skills, to complement those of the current members, as part of the TMC skills matrix:

- Experience with tourism marketing on a global, national, and/or provincial scale;
- A thorough understanding of tourism issues, sectors, and opportunities;
- Deep expertise in at least one of the following:
 - General experience with marketing plans and execution (integrated marketing campaigns, brand management, strategic partnerships, travel trade, and OTAs); and/or
 - Applied technical knowledge in content marketing; digital, social, and digital marketing strategies; marketing research and data analytics.

Committee members are expected to work collaboratively with others, for the benefit of tourism province-wide, in a fully transparent and accountable process, and contribute to Destination BC's marketing

objectives in a meaningful way, including prioritizing time for committee meetings and review of materials. Destination BC and regional representatives will evaluate qualified applicants and bring forward recommended nominations to Destination BC's Board of Directors for consideration.

Term

The initial term of appointment is three years, beginning January 1, 2017. Committee members may serve no more than two consecutive terms.

Time Commitment

The Committee will meet on a regular basis, on a schedule determined by TMC members and the CEO. The Committee will meet at least twice each year in person, coinciding with the annual strategic planning schedule created by Destination BC's Board of Directors.

Compensation

Members of the committee will have their travel expenses reimbursed. Members will not receive compensation for meetings.

Destination British Columbia Tourism Marketing Committee: Application Form

First Name:

Last Name:

Street Address:

City:

Province:

Postal Code:

E-mail:

Company:

Years active in tourism:

Position:

In your application, please answer the following:

1. Why would you like to serve on Destination BC's Tourism Marketing Committee (TMC)?

2. Please demonstrate how you meet the specific characteristics, experience, and skills that have been outlined in the current Call for Applications (refer to the Experience and Skills section).

3. In your opinion, what are the most important factors in ensuring strong collaboration and alignment within the provincial tourism industry?

4. Please provide any other relevant information to support your nomination.

I certify all information contained in this Application Form to be correct:

Signature: _____ Date: _____

Each application must include the completed Application Form including your résumé and any other supporting documents you feel are relevant to this process. Applications may be submitted in electronic form. Applications must be received no later than 5:00 PM on Monday, October 31, 2016.

Please submit your Application Form to: Nicole.Endrizzi@destinationbc.ca