



Position Title: Senior Marketing Advisor

Position Status: Full-Time Regular

Department: Invest Vancouver

Employee Group: Exempt

Location: 4515 Central Boulevard, Burnaby

Salary Range/ Wage Rate: Professional / Technical, Level P3 (\$108,607.20 - \$127,710.87 annually)

Invest Vancouver is seeking a Senior Marketing Advisor. This role is about turning insights into influence and influence into investment. The Senior Marketing Advisor will ensure the Metro Vancouver region is positioned to compete and win on the global stage by telling a powerful, data-driven story that attracts the right investors, in the right sectors, at the right time.

You are: a purpose-driven collaborator who leads with integrity and inspires excellence. You think critically, act decisively, and bring a global perspective to local opportunities. You lead with empathy and clarity, build trust across teams, and turn insights into action. You are a strategic thinker and compelling storyteller who thrives on transforming complex data into persuasive narratives and strategies that influence global investment decisions and elevate regional competitiveness.

The Senior Marketing Advisor reports to the Vice President, Strategic Investment.

This role:

- Leads a team of professional staff and works as a specialist responsible for designing and delivering integrated, global marketing programs that convert investor interest into qualified investment opportunities; analyzes and translates complex economic research and sector intelligence into compelling, targeted narratives and campaigns that resonate with international investors, site selectors, and corporate decision-makers.
- Leads the development of the region's investor value propositions and marketing strategies, ensuring that Metro Vancouver's competitive advantages are consistently communicated across all channels to strengthen investment attraction efforts; ensures that marketing efforts are tightly aligned with lead generation and pipeline goals, creating a seamless connection between brand storytelling and business outcomes.
- Leads multi-channel marketing campaigns, manages outreach initiatives, and builds strategic partnerships to strengthen reach and impact. Oversees content strategy and editorial governance, ensuring that all materials are evidence-based, brand-aligned, and optimized for engagement.
- Leads complex and strategic projects, approves work, and manages a team and budget.
- Implements performance measurement framework and reporting to track marketing ROI, pipeline contribution, and brand health, using insights to optimize programs and resource allocations.
- Keeps current on foreign direct investment attraction trends and seeks to incorporate and utilize innovative new practices.



- Supervises, directs and motivates staff, monitoring performance and coaching toward division, department and corporate objectives. Ensures quality and accuracy of input and deliverables, effective and efficient completion of activities to meet deadlines. Ensures staff adhere to corporate workplace conduct policies; and resolves technical and relational issues staff encounter while doing their work. Provides guidance on difficult or problem situations and coaches and develops staff, recognizing the importance of training.
- Keeps current on applicable laws, statutes and acts associated with the scope of responsibilities.
- Performs other related duties as required.

To be successful, you have:

- 5-7 years of recent, related experience supplemented by a Bachelor's Degree in Marketing, Communications, Administration, International Business or related discipline; or an equivalent combination of training and experience.
- Designation or interest in pursuing designation as a Certified Economic Developer (CEcD) is an asset.
- Sound knowledge and understanding of relevant investment attraction strategy, processes and best practices.
- Demonstrated experience in designing and delivering integrated, global marketing and outreach programs that lead to qualified investment opportunities; ability to analyze and translate complex economic research and sector intelligence into targeted narratives and campaigns.
- Ability to work under broad direction, take initiative and use significant independent judgment to problem solve and identify opportunities to address emerging needs. Ability to think outside of the box, provide new insights and intelligence and connect the dots of information to tell a story.
- Ability to work independently, thinking innovatively, creatively, proactively and strategically in a fast-paced evolving environment, with a proven ability to produce results.
- Sound knowledge of the organization's services and policies as it relates to the work performed.
- Excellent oral and written communication skills, including the ability to effectively listen, persuade others, and support the resolution of problems. Excellent business and technical writing skills including the ability to write, analyze and present the interpretation of raw data. Ability to translate technical analysis into accessible, compelling narratives. Ability to draft complex correspondence to internal and external stakeholders clearly outlining rationale for recommendations.
- Ability to build and maintain effective and respectful working relationships with internal and external contacts under circumstances that may be controversial or sensitive; expert relationship building skills and a demonstrated ability to work in a team-oriented work environment. Ability to effectively deal with disagreements and prevent the escalation of conflict.
- Strong time management and organizational skills including the ability to meet timelines and objectives under considerable pressure and constraints; demonstrates persistence to overcome obstacles.
- Ability to lead teams, direct, supervise, evaluate, coach and mentor staff.
- Proficiency using Microsoft Office programs, including Word, Excel, Outlook, and Adobe Acrobat.

Our Vision:

Metro Vancouver embraces collaboration and innovation in providing sustainable regional services that contribute to a livable and resilient region and a healthy natural environment for current and future generations.

At Metro Vancouver, we are committed to cultivating a diverse, safe, equitable, and inclusive work environment for all. We strive to attract and retain a talented, diverse workforce that is reflective of the region we serve. If an accommodation is required during the recruitment and selection process, please contact careers@metrovancover.org for support. Learn more about our commitments to diversity, equity, and inclusion [here](#).

Please follow this link <https://metrovancover.org/about-us/careers> to our Careers page where you can submit your application by October 29, 2025.