

**SCHEDULE "A"**  
**TOURISM VANCOUVER**  
**METRO VANCOUVER CONVENTION AND VISITORS BUREAU**

**POSITION DESCRIPTION**

**IDENTIFICATION**

Position Title: Sales Associate, Chicago, Midwest & Western US

Division: Meetings & Convention Sales

Reporting to: Manager, Meeting & Convention Sales, Midwest US (In-Market: Chicago) and;  
Manager, Meeting & Convention Sales, Western US

Updated: March 2018

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**POSITION SUMMARY**

The Sales Associate works as part of the Meetings and Conventions team with the Midwest & Western US markets. The Sales Manager for the Midwest market is located in a remote office in Chicago, IL and the Western US Manager is located in the Vancouver office. The Sales Associate will work in conjunction with the Managers and is expected to make an ongoing contribution to achieving the objectives and targets set each year.

The Associate will contribute in delivering sales and market development services in conjunction with the Business & Market Development Plan to the highest standards. These responsibilities focus on managing the account database for both markets, delivering a high level of customer service to clients and assisting for in-market events. Other responsibilities include account research, prospecting and new business development and effectively communicating with colleagues, partners and Tourism Vancouver members.

**POSITION RESPONSIBILITIES**

The Sales Associate is responsible for:

Lead preparation (including research) and distribution, client, member and partner correspondence, sales trip preparation and follow-up, telephone and email communication and support as well as all related office administration functions such as mail, filing, courier, basic financial duties, for example completing purchase orders.

Maintain client databases (i.e. Simpleview, includes creating new accounts, linking all leads, definite business, and other reports)

Work with the Managers on all aspects of promotional activities including, invitations, liaising with clients and event arrangements

Work with the Managers on customized Bid Books for presentations

Support and undertake many of the Managers responsibilities while they are out of the office

Assist the Managers in working with local contacts identified through the *Be a Host* program

Assist the Managers with the co-ordination of site inspections and familiarization trip itineraries and escort clients as required

Assist the research and information gathering process of the sales & market development lead process

Assist and support the Managers in preparation for in-market tradeshows, key Tourism Vancouver sponsored events and sales missions

Prepare various internal and external reports, attend meetings with, and on occasion, on behalf of the Managers

Maintain both Midwest and Western US initiative's fiscal budget and be well versed with internal accounting procedures

Source, qualify and develop group business travel leads and forward them to the appropriate initiative team

Take a leadership role within Meetings and Conventions departmental including assisting all initiative teams in meeting their objectives

Maintain lead system policies and procedures in referring business to Tourism Vancouver members in a fair and equitable manner

Support initiative teams on familiarization trips coming to Vancouver in conjunction with the Business Events Canada, Destination Management companies and hotel brand Global Sales offices

Support initiative teams on individual site inspections

Assist in developing presentations to clients, members and suppliers

Assist the Meetings and Conventions department in executing the social media strategy for @MeetVancouver

Organize and attend Tourism Vancouver and member events with all initiative teams

Keep informed on members including personnel changes, hotel renovations, changes in management, regular hotel site inspections, visits with sales personnel and property tours, regular contact/meetings with key members and industry partners active in relevant markets

Keep informed on city development, construction, trends and events

Provide information or assistance to Tourism Vancouver members in support of new prospects, market intelligence, trends and sales and marketing activities

Other duties as assigned from time to time by the Managers, or by Tourism Vancouver

## **WORKING CONDITIONS**

Working hours can vary due to the nature of the tourism industry. Working schedules will be affected by site inspections, fairs and time zones. Attendance and/or assistance will also be required at certain Tourism Vancouver functions as well as industry events and may be during non-regular business hours. Minimal business travel may also be required.

## **QUALIFICATIONS**

- 3-5 years of experience in a sales role within the tourism industry
- Meeting and convention sales experience an asset
- Good knowledge of Tourism Vancouver members: i.e. hotels, Professional Conference Organizers (PCO), Destination Management Companies (DMC), attractions, off-site and sport venues in Metro Vancouver
- Demonstrated excellent verbal and written communication skills including presentation skills
- Excellent organizational skills including time management, attention to detail and handling multiple priorities
- Experience making sound decisions, meeting deadlines and taking direction
- Able to work well independently and co-operatively in teams; consistently committed to individual, team and corporate excellence
- Innovative, creative marketing and entrepreneurial qualities are an asset
- Strong technology aptitude with good working knowledge of database concepts (Simpleview) Microsoft Word applications and Adobe Acrobat. Willingness to learn and adapt to new software & hardware applications including internal database system
- Solid working knowledge of social media mediums and using aggregators (i.e., Twitter, Instagram, Facebook, Hootsuite)
- Passionate about Vancouver as an international destination
- Client focused and customer service oriented, creative solution-driven approaches are key
- Completion of a post-secondary program in Tourism/hospitality or business and/or equivalent experience