

Schedule "A"

TOURISM VANCOUVER METRO VANCOUVER CONVENTION AND VISITORS BUREAU POSITION DESCRIPTION

Position Title: Program Assistant, Be a Host
Department: Meetings & Conventions
Reporting to: Manager, Be a Host
Date Updated: March 2018

POSITION SUMMARY

The Be a Host Program Assistant works with the Manager, Be a Host and is expected to contribute strategic market analysis to the department as well as contribute to the department's overall business development goals.

The primary responsibility of this junior position is to identify, contact and support local conference hosts to bring meetings and conventions to Vancouver through the Be a Host (BAH) program. Using a variety of marketing and sales initiatives crossing all market segments, this position develops strategic relationships with local organizations and individuals that will assist in promoting the resources and services of the meetings and conventions department. Working with all geographic and market segments, the BAH program is specifically integral to the international association market. The BAH program is often the first point of contact at Tourism Vancouver for the client and an important part of the business development cycle. The position also works in conjunction with *BestCities* initiatives.

DUTIES AND RESPONSIBILITIES

Reporting to the Manager, Be a Host Program, the responsibilities include but are not limited to the following:

Research and contact potential conference hosts and encourage them to bring their association or affiliated group to hold a meeting/event in Vancouver.

Assist with coordinating all aspects of social networking and educational events. Responsibilities will include invitations, logistics, and relationship management (partners, suppliers & BAH program members).

Ensure all meetings that have taken place in Vancouver are recorded in Tourism Vancouver's database and reported to International Congress & Convention Association & Destination Marketing Association International on an annual basis.

Assist with identifying and inviting clients to attend Vancouver Bid Workshops and various Be a Host events.

Identify and create relationships with local organizations to further promote the BAH

program to their membership. These may include various levels of government, local and national business, technical & social groups as well as medical and academic organizations.

Assist with identifying strategic sponsorship & advertising opportunities to promote the BAH program (University, hospital and research institution newsletters etc.).

Maintain strong working relationships with members of the Professional Conference Organizer (PCO) rotational program.

Ensure Tourism Vancouver's calendar database is up to date with all BAH and *BestCities* activities.

Contribute content to the Meet Vancouver and Be a Host blog on a continuous basis.

Other duties to be adjusted as required by Tourism Vancouver.

WORKING CONDITIONS

Some evening and weekend work dependant on events and client needs.

QUALIFICATIONS

- 1 – 2 years of experience in a similar role within a sales and marketing environment.
- Thorough understanding of the association and convention business cycle, especially as it relates to the international markets
- Must be able to effectively source internet, newspapers, newsletters, other publications and various other sources to successfully identify potential local hosts
- Excellent organisational skills in relation to managing multiple projects and deadlines
- Able to make sound decisions and recommendations, meet deadlines, take direction, and attention to detail
- Able to coordinate all aspects of off-site events
- Strong networking skills are an asset
- Innovative and creative outlook
- Excellent verbal, written, and business presentation skills
- Good knowledge of the tourism and hospitality industry, including Tourism Vancouver's membership base, hotels, Professional Conference Organizers, Destination Marketing Companies, conference facilities, attractions, *BestCities* and off-site venues
- Able to work well independently yet co-operatively with others
- Passionate about Vancouver as an international destination
- Good working knowledge of database management and social media for business use
- Strong aptitude and ability with Microsoft Office based technology software
- Completion of a post-secondary business program relevant to the tourism and hospitality industry an asset and/or equivalent experience

Duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either verbally or in writing.