

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

**POSITION DESCRIPTION**

**IDENTIFICATION**

Position Title:	Manager, Meeting & Convention Sales, Canada & International Corporate – <b>1 Year Maternity Leave</b>
Division:	Meetings & Conventions
Reporting to:	Director of Sales, Meetings & Conventions, Canada & International
Date Prepared:	April 2017

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**POSITION SUMMARY**

The Manager, Meeting & Convention Sales, Canada & International, Corporate is responsible for attracting corporate, incentive and convention meeting business to Vancouver. A thorough knowledge of the Canadian and International Corporate meeting, incentive and convention market, specifically Canada and Mexico and, to some degree, UK, Europe.

This market includes all traditional corporate meeting and convention business as well group incentive programs.

The mandate is to generate high revenue, qualified leads and convert them to definite business for the benefit of Tourism Vancouver member companies and for the overall economic benefit of the Metro Vancouver area and surrounding region.

The Manager will work directly with and report to the Director of Sales, Meeting & Conventions, Canada and International and will be responsible for the planning and implementation as it relates to the Canadian and International corporate market for the Business and Market Development Plan. This is to be achieved by implementing specific market driven sales strategies and activities. It includes delivery of the highest possible standards of sales and service. Essential to its success is effective communication with colleagues, clients, members and partners (local, Canadian and International).

**POSITION RESPONSIBILITIES**

- Generating qualified Canadian and International group business travel leads and converting them to definite business for Vancouver.
  - Taking a leadership role on behalf of, not only Tourism Vancouver, but the entire Metro Vancouver tourism industry active in the Corporate Canadian and International M&C markets.
  - Understanding and highly efficient use of Tourism Vancouver's CRM, account database management software program – Simpleview. For account generation, management and trace
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follow up. As well as a communication and information system for all groups requiring follow-up or action (i.e. trace for a decision on Vancouver as a meeting site).

- Managing lead system policies and procedures in referring business to Tourism Vancouver members in a fair and equitable manner.
- Developing and maintaining good working relationships with all local members and partners active in the market as well in-market industry partners.
- Working closely with the *BestCities* partners as Vancouver's representative in the Corporate Market to identify new lead opportunities, exchange knowledge and account intelligence in the International market as well as new ideas for convention services.
- Initiating, planning, leading, executing and participating in qualified individual client site inspections as well as familiarization visits.
- Making presentations to destination decision makers, influential clients, members, industry partners and suppliers.
- Organizing Tourism Vancouver's and its member's participation in trade shows conferences and sales missions as well as organizing and attending special promotions with partners.
- Maintaining an active membership in the appropriate industry associations including Meeting Planners International.
- Keeping informed about members' personnel changes, product 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 the market.
- Keeping informed on city development, construction, trends and events.
- Keeping informed on worldwide competition regarding sales and marketing for Canadian and International business; new convention centres, competitive convention bureau activities and budgets.
- Assisting the Director of Sales in preparation of the annual Business & Market Development Plan and budget.
- Providing information or guidance to local members requesting International market intelligence, convention statistics and sale and marketing activity information.
- Supporting attendance building activities for "definite" conventions.
- Leading teams including coaching and performance managing direct reports.

## **WORKING CONDITIONS**

This is a one year maternity leave.

Canadian and International business travel is a requirement of the position. Working hours can vary due to the nature of the tourism industry. Working schedules will be affected by site inspections, FAM groups and time zones.

## **QUALIFICATIONS**

Must have a minimum 5 years of extensive experience working in destination marketing, hotel or convention industry sales relating to the corporate meetings and incentive market

Strong innovative and creative outlook for business development from a Canadian and international perspective

Proven track record of attaining measurable results in sales & marketing

Ability to work independently and as part of a team as well as lead teams (bid committees, sales missions, project groups) is fundamental

Demonstrated high level of verbal, written, and business presentation skills

Past experience in the Canadian, Mexican and UK, European international corporate meetings and incentive market is a strong asset

Able to make sound decisions and recommendations, meet project deadlines, take direction as well as initiative

Past experience in attending industry events like the *Incentiveworks* tradeshow or working with Destination Canada overseas is an asset

Fiscally responsible, socially engaging and diplomatic professional demeanour

Passionate about Vancouver as an international destination

Experience managing teams including all aspects of performance management

Good working knowledge of database management, Microsoft word applications, CRM technology as well as a strong willingness to learn and adapt to new software applications and hardware

Post-secondary education in a related discipline and/or relevant experience

Ability to speak other languages is an asset (French, Spanish, and German)