

TOURISM VANCOUVER
METRO VANCOUVER CONVENTION & VISITORS BUREAU
SCHEDULE A
POSITION DESCRIPTION

IDENTIFICATION

Position Title: Sales Associate, Leisure Travel, Asia
(maternity leave: Oct 2017 – Jan 2019)

Division: Leisure Travel

Reporting to: Manager, Sales & Market Development, Leisure Travel, Asia

Date Prepared: August 17, 2017

POSITION SUMMARY

The Sales Associate will work as part of the Leisure Travel sales team with a shared responsibility to ensure all aspects of market development and sales targets for this territory are accomplished to the highest standards. The Sales Associate will work in conjunction with the Manager and is expected to make an ongoing contribution to achieving the set goals, objectives and targets.

Reporting to the Manager, Sales & Market Development, Leisure Travel, Asia, this position will deliver sales and market development strategies, tactics and results in conjunction with the Business Plan for the designated market. Responsibilities will focus on leading initiatives in the retail sector, managing a database of key clients, securing business leads and referrals on behalf of the tourism supplier community, and delivering a high standard of customer service to clients, partners and Tourism Vancouver members.

POSITION RESPONSIBILITIES

The Sales Associate, Leisure Travel, Asia is responsible for assisting the Manager in the following areas:

- Lead initiatives in the travel trade sector to develop and strengthen long-term relationships with key retail travel agencies, tour operators, wholesalers and receptive tour operators that will build incremental overnight business to Metro Vancouver
- Ensure the database of clients/key accounts in the relevant markets is maintained and kept current and in a manner consistent with standard procedures
- Facilitate and deliver presentations to clients and association members in-person as well as in webinar format (live and pre-recorded)
- Prepare for the Manager to attend tradeshow and oversee follow-up that results from attending these events including data entry in SimpleView (CRM), processing of business leads and referrals and related follow-up
- Participate in local trade shows and attend local Tourism Vancouver member events as needed
- Assist with the coordination of supplier site inspections and destination familiarization tours in tandem with the Manager, including planning and itinerary development, contracting suppliers, budget controls, hosting, implementation and client follow up
- Assist with the coordination of cooperative marketing projects including reporting results
- Responsible for incremental lead development; ensure sales leads are quickly and efficiently distributed and responses prompted
- Provide administrative support for the market including assisting in fulfilling and servicing orders from general inquires, mail out projects, assembling information for kits, managing collateral and stock levels

- Assist the Sales Associate team with the development of bi-annual New Product Guide; circulate to Key Accounts, airlines, and industry partners such as Destination Canada, Destination BC, provincial Destination Marketing Organizations (DMOs) and travel agent accounts
- Assist with writing and distribution of internal e-newsletter and ongoing Vancouver Specialist Program developments including content updates and development of travel agent incentives and promotions in designated markets
- On a quarterly basis, communicate destination and new product updates to Key Account operators and industry partners such as Destination BC, airlines, partner DMO's and travel agents
- Assist the Manager(s) with initiatives in emerging and niche markets
- Assist in the preparation of reports for the market including monthly Sales & Market Development reports, budgets and Key Account data
- Maintain a monthly budget tracking report of all expenditures
- Participate in trade shows, attend local trade events, deliver presentations to association members and clients, conduct sales at client offices
- Ongoing familiarity with trends, research, developments and issues affecting designated markets
- Undertake activities of the Manager(s) when she/he is out of town or away from the office and when necessary provide cross-over support to internal team members

Duties, responsibilities and market territory may be modified at the sole discretion of Tourism Vancouver in response to changes or opportunities presented in the marketplace and/or the ongoing enhancement of Tourism Vancouver's market development programs.

WORKING CONDITIONS

THIS IS A FIXED TERM OF EMPLOYMENT TO COVER A MATERNITY LEAVE.

Hosting familiarization tours which may require evenings and/or weekends. Attendance and/or assistance requested at occasional functions before or after regular work hours.

QUALIFICATIONS

- Knowledge and at least 2-3 years of experience in a similar role working with Travel Trade (Tour & Travel) in a sales and marketing capacity
- Working knowledge of local tourism industry suppliers and Tourism Vancouver members including accommodations, attractions, transportation/sightseeing, arts/entertainment/culture, restaurants
- Proven ability to deliver effective and informative presentations, including webinar training seminars (live and pre-recorded) and destination training seminars
- Demonstrated excellent verbal and written communication skills
- Possess a high level of professionalism, maturity, diplomacy and judgment regarding decision-making
- Possess a positive attitude, be highly motivated and a proven ability to take initiative
- Able to meet deadlines, take direction and pay attention to detail
- Committed to delivery of high level of customer service and sales excellence
- Ability to work well independently yet cooperatively with others
- Must have strong administrative skills including strong technology and overall administrative acumen including sound working knowledge of Microsoft Office including PowerPoint, CRM systems and database concepts and social media. A willingness to learn and adapt to new software and hardware applications
- Ability to communicate in Japanese, Korean and Cantonese is an asset
- Passion for Vancouver as an international destination is a must
- Post-secondary education in a relevant or equivalent post-secondary program or experience in business and/or tourism related field.