

Sales Associate, Meetings & Conventions, US

Are you passionate about our destination and the meetings and conventions industry?

Are you motivated by reaching sales targets and achieving goals?

If so, Destination Vancouver's ***Sales Associate, Meetings & Convention, US*** role could be the right match for you. The position is ideal for an individual who wants to be part of a team that positively connects and contributes to creating awareness, driving interest and closing business for Destination Vancouver members and partners.

Working as part of the Meetings & Conventions (M&C) sales team, the position has responsibility for the US market. Reporting to the Director of Sales, US (based in-market) as well as the Chicago & Midwest US Manager and the Western US Manager (in Vancouver) the position is responsible for providing ongoing sales assistance to the M&C US team by delivering efficient and detailed work that supports the business plan objectives and targets each year. Success will be measured by this position's contribution to organizational outcomes on the Destination Vancouver Balanced Scorecard. This will be balanced with M&C line of business, US market team and individual performance goals.

This position is ideal for a candidate who is highly organized, flexible and detail oriented; committed to sales and service excellence and motivated to find creative solutions for Destination Vancouver's clients, partners and members. As well, the successful individual is motivated by strong organization values and culture.

Core Strategic Accountabilities:

- To support the M&C US sales team and contribute to delivering sales and market development services aligned with Destination Vancouver's business plan to the highest standards.
- To source, qualify and develop group business travel leads and forward them to the appropriate Destination Vancouver initiative team.
- To deliver high level customer sales and service to clients and members.
- To assist in the planning and execution of in-destination (Vancouver) and in-market sales activities.

Specific responsibilities include:

- Adapting quickly to an always changing volume of work in partnership with the Director and Managers while managing workloads and expectations through prioritizing, project management and open communication.
- Performing a broad range of administrative duties as specified by the Director/Manager(s) - to include lead preparation (including research) and distribution, managing client, member, and partner correspondence, assisting in the preparation of Bid Books and follow-up communication with clients and with members and managing databases.
- Assisting with Director/Manager(s) with sales trip preparation and follow-up, telephone and email communication and support as well as related office administration functions including mail, filing, courier deliveries, basic financial responsibilities, for example, creating and completing purchase and sales orders.
- Maintaining the US Team's fiscal budget with guidance/support of the US Team, including developing an understanding of basic internal accounting procedures as they relate to M&C.
- Working with the Director/Manager(s) on all aspects of promotional activities including, invitations, liaising with clients and event arrangements.
- Supporting and undertaking many of the Director/Manager(s) responsibilities while they are out of the office.
- Assisting the Director/Manager(s) in working with local contacts identified through the *Meeting & Innovation Network of Distinction (MIND) Partnership*.
- Assisting with the co-ordination of site inspections and familiarization (FAM) trip itineraries including accompanying clients.

- Assisting with the research and information gathering process of the sales & market lead development.
- Working with Director/Manager(s) to coordinate and support in-market tradeshows, digital events, key Destination Vancouver sponsored activations and sales missions including registration, shipping of collateral, promotional items, and tradeshow booth as well as any communication pre and post the event.
- Preparing and evaluating various internal and external reports as directed by the US Team.
- Maintaining lead system policies and procedures in referring business to Destination Vancouver members in a fair and equitable manner.
- Supporting initiative teams on individual site inspections and familiarization trips coming to Vancouver in conjunction with the Business Events Canada, Destination Management companies and hotel brand Global Sales offices.
- Assisting in developing digital and in-person presentations to clients, members and suppliers and supporting the Meetings & Conventions department in executing the social media strategy for @MeetVancouver.
- Organizing and attending Destination Vancouver and member events.
- Engaging with and staying informed on member updates including personnel/management changes, hotel renovations, regular hotel site inspections, visits with sales personnel and property tours, regular contact/meetings with key members and industry partners active in relevant markets.
- Maintaining a working knowledge on city development, construction, trends and events.
- Providing information or assistance to Destination Vancouver members in support of new prospects, market intelligence, trends and sales and marketing activities.
- Performing other relevant duties as assigned from time to time by Destination Vancouver.

What Are We Looking For?

We are looking for someone who really wants this job!

Strong organizational skills including time management and attention to detail are required in addition to ability to make sound decisions, meet deadlines and take direction. Dedicated to team excellence, our culture and values, the successful individual can work well independently yet co-operatively; consistently committed to individual, team and corporate excellence and acting in a professional manner at all times.

They have completed a post-secondary program in Tourism/hospitality or business and/or 2 – 3 years of related equivalent experience in a sales or sales support role within the tourism industry, specifically within meeting and convention sales. Good knowledge of Destination Vancouver members: e.g., hotels, Professional Conference Organizers (PCO), Destination Management Companies (DMC), attractions, off-site and venues in Metro Vancouver is important as are demonstrated excellent verbal and written communication skills including presentation skills.

Strong technology aptitude includes good working knowledge of databases, Microsoft Word applications and Adobe Acrobat, social media for business (e.g. Twitter, Instagram, Facebook, Hootsuite). Able to become proficient in the Customer Relationship Management (CRM), and other Destination Vancouver digital platforms such as Lucidpress, FuturePace and TrueTour.

Other strengths include being innovative, creative and entrepreneurial qualities in a client focused, customer service and sales-oriented manner using a creative solution-driven approach.

Who Are We?

Destination Vancouver is one of the world's most dynamic Destination Organizations, delivering on a mandate for destination development and promotion that makes Vancouver a must visit global destination. It responsibly strives for a triple bottom line approach to measuring destination success through people, planet, and profit. As a private, not for profit business association, continued relevancy equals success by supporting the industry and building a competitive global destination brand.



Destination Vancouver has a fabulous product and a powerful brand. Its brand promise, Vancouver is a place that connects people and inspires them to live with passion, underpins how it communicates with potential customers, engages with stakeholders, and services its 800+ members.

What do We Offer?

This position is based in Destination Vancouver's corporate offices with majestic views of the North Shore mountains and proximity to transit and downtown amenities.

We are proud to offer a competitive total rewards program including 3-weeks' vacation to start, incentive plan, extended health care, Health Spending Account, matching RRSP program, transit reimbursement, Team Member Referral program, generous paid time off, training and development opportunities, work/life balance and opportunities for a hybrid work schedule.

Destination Vancouver believes in and provides a diverse, equitable, and inclusive work environment.

The health and safety of our team is a top priority, and the expectation is that all Destination Vancouver Team Members be fully vaccinated for Covid-19.

How Do We Connect?:

If this sounds like you because you have the knowledge, ambition and drive and describe yourself as enthusiastic and fun, collaborative and focused on building positive and long-term client relationships and achieving sales results, we invite you to apply for this exciting position. Please send your resume and cover letter to: careers@destinationvancouver.com

For more information, please visit <http://destinationvancouver.com>