

Manager, Meeting & Convention Sales Canada & International

Are you a sales leader who is motivated by promoting Vancouver as a Meeting and Convention destination on the Canadian and world stage?

Are you passionate about the opportunity to represent our incredibly diverse and vibrant city and community?

Do you have a strong innovative and creative outlook for sales and business development from a Canadian and International perspective?

If so, Destination Vancouver's ***Manager, Meeting & Convention Sales, Canada & International*** role could be the right match for you. This position is responsible for attracting Meeting and Convention (M&C) business to Metro Vancouver with primary attention on the Canadian corporate market. Additional focus is on Canadian association, incentive and other business market segments as determined by client opportunities and priorities. The position may also work in the Mexico market, Australia, and Asia Pacific. To generate and close business, the work may include support for the strategic activation of Destination Vancouver's local ambassador *Meeting and Innovation Network of Distinction (MIND) Partnership*.

The Manager works directly with and reports to the Director of Sales, Meetings & Conventions, Canada & International to plan and implement sales strategies related to the Canadian and International market within the direction of the annual Destination Vancouver business plan. This is achieved by actioning specific market driven sales strategies and activities, including the delivery of the highest possible standards of sales and service. Essential to success is effective communication with colleagues, clients, Destination Vancouver members and partners (local, Canadian and International).

This is a leadership role on behalf of Destination Vancouver, as well as the entire Vancouver tourism and hospitality community and industry active in the Canadian and International M&C markets. The position is accountable for generating high revenue, qualified leads and converting them to definite business for the benefit of Destination Vancouver member companies and for the overall positive economic impact for the Metro Vancouver area and surrounding region.

Key Strategic Accountabilities

- Initiating, planning, leading and executing Vancouver's in-market sales activities; sales trips and events, sales missions, conference and tradeshow presence, industry organization representation.
- Initiating, planning, leading and executing Vancouver's in-destination sales activities; qualified individual client site inspections, targeted group familiarization visits and hosting of high priority, client rich industry organization events.
- Generating qualified Canadian and International M&C leads and convert them to definite business.

Other responsibilities include:

Planning and Strategy Development:

- Assists in developing, preparing and managing the annual business plan strategy, content and budget.
- Assists with the ongoing identification and development of Destination Vancouver's M&C sales and marketing goals and objectives and the delivery of meeting and convention strategies and tactics.
- Prepares and delivers Vancouver destination bid presentations to decision making and influencing clients. Prepares and delivers Destination Vancouver presentations for members and industry partners.
- Maintains active membership in high priority industry associations/organizations, including volunteer leadership roles where appropriate and beneficial to achieving goals.



- Works closely with *BestCities* partners as Vancouver's lead representative in the International corporate market to identify new lead opportunities, exchange knowledge and account intelligence as well as convention service best practices.

Sales and Service Delivery:

- Efficiently uses Destination Vancouver's Customer Relations Management (CRM) account database management software program – Simpleview, for account generation and management, lead development and trace follow up. As well as a communication and information system tool for all group bookings.
- Manages lead system policies and procedures in referring business to Destination Vancouver members and partners in a fair and equitable manner.
- Develops and maintains positive working relationships with members and partners active in-market and related industry partners.
- Organizes Destination Vancouver member and partner participation in sales missions, trade shows and conferences as well as business development and special promotion activities and events.
- Keeps informed regarding member personnel changes, product development and renovations, changes in management, regular hotel and facility site inspections, visits with sales personnel and property tours, regular contact/meetings with key members and industry partners active in the market.
- Keeps informed on City of Vancouver level developments, policy, practices, trends and events.
- Keeps informed on worldwide competition regarding sales and marketing for Canadian and International business; competitive DMO activities and budgets, new and expanded convention facilities.
- Provides information and guidance to members and partners requesting Canada and International sales and marketing activity information, market intelligence and convention data/statistics.
- Supports attendance building activities for definite business.

Team Management and Development

- Provides leadership to Team Members including recruiting, training, coaching, providing ongoing feedback to direct reports.

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 700+ members.

What We Offer

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 a flexible 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.



What You Offer

The ideal candidate has experience in a similar sales leadership role and a thorough knowledge of the Canadian and International corporate meeting, incentive, and convention market. Base level understanding of Mexico, Australia, and Asia Pacific. With a proven track record of attaining measurable results in sales and marketing, the top candidate possesses a high level of professionalism, maturity, diplomacy and judgment regarding decision-making and fostering positive interpersonal relationships.

Leadership, interpersonal and delegating are strengths, as is the ability to motivate others. Excellent organization, coordinating, planning and time management skills, detail-oriented with strong multi-tasking abilities are required along with strong communication skills, written and verbal, strong presentations skills (in-person and digital/virtual).

Technology skills requirements include social media for business, good working knowledge of database management, Microsoft Office applications, CRM technology and a strong willingness to learn and adapt to new software applications and hardware. A second language (French and/or Spanish) is an asset but not required.

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 building relationships and achieving results, we invite you to apply for this exciting new position. Please send your resume and cover letter to: careers@destinationvancouver.com

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