

## ***Manager, Meeting & Convention Sales Western US***

Are you a sales leader who is motivated by promoting Vancouver as a Meeting and Convention destination in the Western US markets?

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 Western US perspective?

If so, Destination Vancouver's ***Manager, Meeting & Convention Sales, Western US*** 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 Western US market. The Manager, Meeting & Convention Sales, Western US is responsible for leading Vancouver's destination sales and marketing efforts in one of Destination Vancouver's most important markets. The main purpose of the position is to generate high yield, quality leads and convert them to definite business. This is done by researching, identifying, developing, and targeting convention business, corporate meetings, incentive programs and all other related group business travel opportunities for Destination Vancouver member businesses, Metro Vancouver and the surrounding region.

Reporting to the Director of Sales, Meetings & Conventions, US, the Manager provides leadership in the development and implementation of the meetings and conventions portion of the Destination Vancouver annual sales and marketing operational plan and the two-year Business Sprint business plan. This is done through overall meeting and convention sales and marketing strategies related to the Western US market as well as specific market driven sales activities and tactics. Essential to success is effective communication with Team Members, clients, members, and partners as well as managing and motivating internally and externally.

### **Strategic Accountabilities**

- Leadership role on behalf of Destination Vancouver and the Vancouver tourism and hospitality community and industry active in the Western US markets.
- Initiate, plan, lead and execute Vancouver's in-market sales activities, sales trips and events, sales missions, conference and tradeshow presence, industry organization representation.
- Initiate, plan, lead and execute 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.
- Build strong strategic relationships with colleagues, clients, members, and partners while delivering a high level of customer sales and service.
- Generate qualified Western US 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.
- Generates qualified Meeting and Convention group business leads out of the Western US market and converting to definite business for Vancouver.

- Leadership role on behalf of, not only Destination Vancouver, but the entire Metro Vancouver meeting and convention tourism community active in the Western US market. This position is to be well known and recognized as the industry expert M&C leader for this market.
- Strong working relationship with the sales team at the Vancouver Convention Centre including a base level of understanding of convention centre operations.
- Strong working relationship with Destination Vancouver DMC members, including a base level of understanding of DMC sales and operations.
- Strong working relationship with the sales team at Destination Vancouver member hotels, including a base level of understanding of hotel operations.
- Keeps informed with 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.
- Develops and maintains good working relationships with all local members and partners active in the Western US market as well in-market industry partners and representatives such as Destination Canada Business Events, hotel global, national, and regional sellers, competitive DMO's.
- Initiates, plans, executes and leads qualified individual client site inspections as well as familiarization group visits in destination.
- Initiates, plans, executes, and leads all sales activities in-market; trade shows, conferences, sales missions, special promotions, client events and more.
- Prepares and delivers destination presentations to decision makers, influential clients, members, industry partners and suppliers.
- Maintains active membership in the appropriate industry associations such as MPI, PCMA, SITE, CEMA and more, this also includes potential volunteer leadership roles.
- Keeps informed on city of Vancouver development, construction, trends, and events.

#### Sales and Service Delivery:

- Understanding and highly efficient use of Destination Vancouver's CRM - account database management software – *Simpleview*. For account/lead generation and management 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). Ability to run and analyze reports and searches.
- Manages lead system policies and procedures in referring business to Destination Vancouver members in a fair and equitable manner.
- Keeps informed on competitive intelligence regarding business practices, convention centre and major hotel development, competitive DMO activities and budgets.
- Develops and maintains positive working relationships with members and partners active in-market and related industry partners.
- 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 prosperity. 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 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. Destination Vancouver believes in and supports work/life balance and hybrid working opportunities 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 Western US market. 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.



### **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 position. Please send your resume and cover letter to: [careers@destinationvancouver.com](mailto:careers@destinationvancouver.com)

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