Sales Associate
Meetings & Conventions

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

Are you motivated by reaching achieving goals?

Do you thrive in a high-performing and fun work environment?

If so, Destination Vancouver's ***Sales Associate, Meetings & Conventions*** role could be the right match for you. The position is idea 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.

Reporting to the Director of Sales, the position is responsible for providing ongoing sales assistance to the M&C 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 Meetings and Conventions line of business 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.

Strategic Accountabilities:

- Support the M&C sales team and contribute to delivering sales and market development services in conjunction with the Destination Vancouver business plan to the highest standards.
- Source, qualify and develop group business travel leads and forward to the appropriate Destination Vancouver sales team.
- Deliver high level customer sales and service to Destination Vancouver's clients and members.
- Assist in the planning and execution of in-destination (Vancouver) and in-market sales activities.

Specific Responsibilities:

- Adapt quickly to an always changing volume of work in partnership with the Director and Managers. Handles work through prioritizing, project management and open communication.
- Perform a broad range of administrative duties as specified by the Director/Manager(s) including lead preparation (including research) and distribution, managing client, member, and partner correspondence, assist in the preparation of Bid Books and follow-up communication with clients and with members.
- Assist with Director/Manager(s) 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.
- Assist in maximum utilization of Destination Vancouver's M&C platforms.
- Become proficient in the Customer Relationship Management (CRM), Simpleview and other Destination Vancouver digital platforms such as Lucidpress, FuturePace and TrueTour.
- Maintain client databases including creating new accounts, linking all leads, "definites", and lost business reports.
- Maintain the team's fiscal budget with guidance/support from the Director/Manager and develops a clear understanding of internal accounting procedures.
- Work with the Director/Manager(s) on promotional activities including, invitations, liaising with clients and event arrangements.
- Work with the Director/Manager(s) on customized Bid Books for presentations on LucidPress platform.
- Support and undertakes some Director/Manager(s) responsibilities while they are out of the office.
- Assist with the co-ordination of site inspections and familiarization (FAM) trip itineraries and escorts clients as directed by the Director/Manager(s).
- Assist with the research and information gathering process of the sales & market lead development.

- Work 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.
- Maintain lead system policies and procedures in referring business to Destination Vancouver members in a fair and equitable manner.
- Support 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.
- Assist in developing digital and in-person presentations to clients, members and suppliers.
- Assist the Meetings and Conventions team in executing the social media strategy for @MeetVancouver.
- Organize and attends Destination Vancouver and member events.
- Engage with and stay 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.
- Provide information or assistance to Destination Vancouver members in support of new prospects, market intelligence, trends and sales and marketing activities.
- Other 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 1-2 years of related 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 an asset 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.

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 1000+ 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. Destination Vancouver believes in and supports work/life balance and hybrid/flexible working opportunities.

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 highly organized, 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