

Business Development, Sports & Events

Tourism Kelowna is seeking a dynamic, motivated and resourceful candidate to join our team and deliver our sport and event sales strategy to recruit sport tournaments and major events that generate new economic impact for the destination.

About Tourism Kelowna

As the lead destination marketing organization for the Central Okanagan, Tourism Kelowna works on behalf of 400 local businesses and an entire tourism community to generate overnight visitor demand that economically benefits Kelowna and its surrounding areas. A four-season outdoor playground, Kelowna attracts over 2 million visitors annually who in turn generate \$337 million in local spending. A vital economic driver for the region, Kelowna's tourism industry provides 12,000 jobs, \$142 million in tax revenue and generates \$1.25 billion in total economic output annually.

Our Sustainability Pledge

We act every day to foster the preservation and continual restoration of our land, resources and communities.

Our Core Values

Collaboration	– <i>We think big. We have a voice. We work together.</i>
Excellence	– <i>We lead the way in everything we do.</i>
Pride	– <i>We are a reflection of the destination we serve.</i>
Innovation	– <i>We embrace bold ideas and creative solutions.</i>
Integrity	– <i>We are fair. We are open. We do the right thing.</i>

Role

- To execute an event recruitment and support strategy that results in an increase in economic impact for Kelowna and the surrounding area.
- To implement the Major Event Strategy ensuring Kelowna and area is host to one or more significant events each year.

Responsibilities

- Implement a short, mid and long-term strategic events sales, and marketing strategy that is accountable to set objectives, performance metrics, and targets.
- Collaborate with the City of Kelowna to execute the Major Events Strategy.
- Identify and secure additional event funding opportunities.
- Utilize active and direct selling techniques.
- Service sports and events inquiries.
- Leverage destination attributes to encourage extended stays pre/post event.

- Utilize the Tourism Kelowna CRM to develop and maintain current list of contacts, suppliers, key accounts, and sales statistics, tracking, and reporting.
- Identify existing events with growth potential and assist with development and marketing promotions in conjunction with the Tourism Kelowna team.
- Represent Tourism Kelowna at all relevant industry events.
- Establish and maintain strong, collaborative, and mutually beneficial relationships between tourism Kelowna and industry partners including Destination British Columbia, and the Province of BC.

Competencies

- Strong verbal and written communication skills.
- Excellent presentation skills, comfortable leading sales calls.
- Collaborative approach; strong relationship building skills.
- Highly motivated with high degree of initiative.
- Good planner, ability to meet tight deadlines.
- Proven record as a high-energy, self-starting, positive team member.
- Responsive and service orientated.
- Creative and resourceful; solution oriented.
- Attention to detail and ability to handle multiple projects concurrently.
- Ability to exercise independence of judgment and carry out the responsibilities independently.
- Sales and marketing skills.
- Ability to interact effectively with the general public, tourism stakeholders, volunteers, sport groups, and organizations.
- Fully proficient with variety of computer software and applications including Microsoft Office and customer relationship management software (CRM).

Education & Work Experience

- Post-secondary diploma or degree in business, marketing, tourism or related field.
- Experience in the Canadian sport and event landscape is an asset.

Deadline & How to Apply

Please submit cover letter and resume to hr@tourismkelowna.com. Interviews for this position will begin shortly and candidates are encouraged to submit their application as soon as possible. The position will remain open until filled. No appointments, contractors or phone calls, please.

Thank you for your interest in working with the Tourism Kelowna team.