

Toronto's visitor economy is a vital economic engine for the city, generating more than \$10 billion in economic activity and supporting 70,000 jobs in 2019. Destination Toronto's mandate is to reflect the breadth and diversity of Toronto's people, places and culture to inspire residents and visitors to meet, visit and explore our city. Operating in partnership with the City of Toronto, the Greater Toronto Hotel Association and the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries, Destination Toronto markets and promotes the city to global travellers, attracts and supports major meetings and events, and supports local businesses to maximize the opportunities of visitor spending.

JOB DESCRIPTION

Position Title: Destination Services Manager
Department: Global Sales & Service
Reports to: Director, Destination Services
Location: Toronto, Ontario
Updated: December 2022

ROLE SUMMARY

The Destination Services Manager, is an integral part of the Global Sales & Services team, responsible for ensuring all aspects of the departmental Work Plan are accomplished to the highest standards and makes an ongoing deliberate contribution to achieving key performance measures for Destination Services and the overall Global Sales & Services business unit. The Destination Services Manager delivers to the highest service standards and contributes to the planning, development and delivery of an effective destination services program to ensure; highly coveted Citywide and Specialty accounts achieve their success metrics while meeting in Toronto, community stakeholder's benefit from high levels of repeat bookings, positive client testimonials and business development events such as planning sites in the destination, positively impact the retention of existing clients.

CORE RESPONSIBILITIES

- Contributor to the preparation of the annual Business Plan and operations plans for the department
- Informs on and follows budget allocations in keeping with departmental business plan and strategy
- Develop and oversee the delivery of Destination Toronto's services while promoting the products/facilities of member companies to key confirmed Business Event clients.
- Champion sustainability initiatives ensuring business development activations align with organizational environmental stewardship philosophy
- Maintain ongoing and proactive contact with confirmed planners of select high-valued accounts to address special requirements.
- Active participant on local organizing committees (LOC) of select confirmed citywide events
- Possess in-depth knowledge of all industry issues, policies, legislation etc. that impact meetings, incentives and travel trade business and provide expert advice, and consultative service including but not limited to Customs & Immigration, Foreign Convention Rebate, city event support, and hospitality community obstacles. Troubleshoot and resolve contentious situations as required.
- Collaborate with Global Marketing on attendance marketing initiatives for citywide events, contribute content and ideas to bolster the destination services section of the content hub, bring to market the "Culture's Evolve Here" creative theme across in-market lead generation and business development efforts and ensure trade show booth presence reflects the destination narrative.
- Initiate integrated web-based tools and other marketing materials to deliver attendance-marketing strategies, and support in market business development events, sponsorships, and partnership opportunities
- Maintain partnerships with the City of Toronto and Destination Canada to support initiatives
- Coordinate and conduct site inspections for confirmed business events, adapted to suit unique event needs
- Collaborate on tactical year-prior attendance-marketing initiatives to positively impact destination awareness and increase registrations

- Bring rebook opportunities back into the sales cycle
- Develop and deliver programs i.e. 6ix Stack Attendance Solution, Welcome Campaigns, and Industry Hosting initiatives designed to raise the service level offered to city-wide accounts and drive conversion opportunities to deliver new business to the destination
- Ensure Destination Toronto's CRM database is up to date with EI calculations and actualized performance
- Participate in Global Sales & Services team and member meetings
- Consistent response times to client requests for information, member opportunities
- Overall service responsibilities to accounts of high economic impact to the destination

OTHER

- Projects as assigned by the Global Sales and Services leadership team.
- Ability, and willingness to travel, and attend local and international events on evenings and/or weekends is required; flexible to work evenings and weekends, on-call as team needs require.

ABILITIES, SKILLS AND COMPETENCIES

The successful candidate will possess the following:

- Self-motivated, extroverted, solutions-driven mindset
- Results-oriented, Analytically Advanced, Problem Solver
- Able to thrive in a high-pressure, multiple-demand environment
- Strong innovative and creative outlook
- Customer / Client Focused with Industry Experience (meeting planning/event execution)
- General knowledge of consumer and B2B Marketing
- Skilled Internal / External Collaborator & Communicator
- Excellent Verbal / Written Communication
- Exceptional Consultative Skills and Adept Negotiator
- Financial Management
- Diplomacy, tact and a collaborative nature
- Self-awareness

EXPERIENCE & EDUCATION

The successful candidate will possess the following:

- A university or college degree with an emphasis in business, marketing, project management or hospitality, and/or at least five years of related experience which may substitute for academic experience.
- Minimum 5 years of experience working in Account Management and/or Program Development for high-value clients
- Minimum 5 years of experience in the Events/Hospitality sector
- Demonstrated success in delivering exceptional customer experiences to high-value clients
- Experience with CRM Software is an asset.
- Proficient in Google Workspace, project management software (Monday.com), virtual meeting software is an asset.

HOW TO APPLY

Please send your resume and cover letter to human-resource@destinationtoronto.com and clearly indicate the application is for the position of "Destination Services Manager" in the subject line.

If you require a disability-related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.