

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.
destinationtoronto.com

JOB DESCRIPTION

Position Title: Event Specialist
Department: Global Sales & Service
Reports to: Associate Director, Destination Services
Location: Toronto, Ontario

ROLE SUMMARY

Advancing Global Sales & Service business event and travel trade group sales effort through site inspections, FAM programs and Toronto-based sales and service activations to drive conversion will be the core focus of this position in support of Destination Toronto's North Star- to grow the impact of the Visitor Economy on the broader economy of Toronto. The Event Specialist will work closely with the business unit to understand their goals, objectives, sales and marketing plans. As owner of the site inspection, FAM experience, and myriad Toronto-based sales and service activations, responsibilities include translating these goals and objectives into successful, high impact, meaningful sites and sales activations that achieve outstanding results.

Core Responsibilities

- Working with the Leadership Team within Business Events and Travel Trade Sales to conceive and execute strategic site inspections, FAM programs and Toronto-based sales and service activations as a means to drive conversion across the citywide, large single hotel, and travel trade group markets
- Co-ordinate the context, design and production of digital and print collateral materials to support overall sales strategies in the awareness and consideration stage of the buyer's journey
- Develop and implement comprehensive site and FAM SOP's designed to increase sales conversions
- Develop critical paths, timelines and project status reports
- Liaise with Global Sales and Service leadership and Finance & Administration on matters relating to program revenues and/or in-kind partnerships, invoicing, purchase orders and financial reconciliation
- Plan and coordinate client familiarization and site inspection programs incorporating a broad spectrum of partners
- Monitor, analyze, and report site performance/productivity data to evaluate results achieved
- Build local networks/relationships to identify, recruit and encourage Toronto partners to work collaboratively on creating a cohesive approach at the site inspection stage of the sales cycle
- Generate leads for partners by assisting business event planners researching venue space without overnight rooms, or planners who book directly with venues with event supplier service needs
- Maintain a high level of destination product and service knowledge to include but not limited to Convention Centres, hotels, venues, attractions and partners of Destination Toronto through site inspections, proactive engagement and contact with key partners

- Continually source and communicate (contributor to external/internal newsletters) about newsworthy community assets: venues, local vendors, local products, and local services that may be of interest to meeting professionals
- Maintain well-informed knowledge and analysis of competition, industry trends, statistical data, and best practices from the DMO/CVB/Event Agency community
- Educate, communicate and showcase diversity, equity and inclusion of the city to clients and attendees of site inspections and FAM programs

Key Personal Attributes

The successful candidate will possess the following:

- Strong innovative and creative outlook
- Client focused with industry experience (meeting planning/event execution)
- Detail-oriented with exceptional organizational skills
- General knowledge of consumer and B2B marketing
- Skilled Internal / External Collaborator & Communicator
- Excellent Verbal / Written Communications
- Financial Management
- Diplomacy, tact and a collaborative nature
- Self-awareness

Key Relevant Experience & Education

The successful candidate will possess the following:

- A college or university diploma or degree with an emphasis in event planning, marketing, project management or hospitality, and/or at least five years of related experience which may substitute for academic experience.
- Experience with survey analytics/reporting systems, CRM Software
- Proficient in Google Workspace, project management software (Monday.com), virtual meeting software

Other Requirements

Ability, willingness to travel, attend local and international events on evenings and/or weekends is required; flexible to work evenings and weekends, on-call as team needs require.

How to Apply

Please send resume to human-resource@destinationtoronto.com and clearly indicate the application is for the position of "Event Specialist" 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.