

## **JOB DESCRIPTION**

**POSITION TITLE:** Leisure Sales Coordinator  
**DEPARTMENT:** Global Leisure Sales  
**REPORTS TO:** Vice President, Global Leisure Sales  
**UPDATED:** February 2025

## **ABOUT DESTINATION TORONTO**

Toronto's visitor economy is a vital economic engine for the city, generating \$9 billion in visitor spending in 2024. 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 and the Greater Toronto Hotel Association, Destination Toronto markets and promotes the city to attract visitors and major meetings and events and supports local businesses to maximize the opportunities of the visitor economy. For more information, please visit [DestinationToronto.com](https://www.destinationtoronto.com)

## **ROLE SUMMARY**

The Leisure Sales Coordinator will provide comprehensive support to the Global Leisure Sales Department, assisting in the execution of key initiatives and ensuring seamless coordination of leisure sales and service related activities. This role requires a highly organized and detail-oriented professional with strong project management skills, a customer-centric mindset, and the ability to thrive in a fast-paced environment. The successful candidate will be part of a dynamic and collaborative team, engaging with industry professionals and fostering relationships that enhance Toronto's reputation as a leading travel destination.

## **CORE RESPONSIBILITIES**

### **Sales & Service Support**

- Assist managers/directors in the planning, coordination, and execution of leisure sales business development initiatives, including product familiarization (FAM) tours, client site visits, buyer marketplaces, sales missions, and product research.
- Develop and manage itineraries, logistics, and member coordination for hosted trade clients.
- Support and accompany leisure trade FAM programs and site visits as required.

- Administer and track the Toronto VIP Attraction Pass program for Leisure Sales, handling trade inquiries and ensuring seamless program delivery for clients and members.
- Support trade client servicing activities by liaising directly with members to facilitate inquiries and servicing requests.
- Handle leisure sales related inquiries in the absence of team colleagues, ensuring timely and effective responses.
- Contribute to the development of the quarterly Trade Client e-newsletter and collaborate with the content/CRM teams to ensure accurate distribution and database maintenance.
- Assist in gathering marketing assets and collateral content for trade partner programs, educational training sessions, and other projects.
- Collaborate with the brand content team to update and maintain the leisure trade section of DestinationToronto.com/traveltrade, ensuring all materials are current and engaging.
- Coordinate with internal and external stakeholders on leisure sales related matters, serving as a key point of contact when appropriate.
- Provide member support and respond to inquiries on behalf of the leisure sales team.

### **Administrative & Departmental Support**

- Provide technical and operational support to the leisure sales team, particularly regarding the CRM system; proficiency in CRM usage is integral to this role.
- Generate customized leisure sales specific reports utilizing the CRM.
- Prepare purchase orders, process invoices, and oversee reconciliation of program expenses in coordination with the leisure sales and finance teams.
- Support budget tracking, financial reporting, and administrative processes related to the leisure sales program budget.
- Compile departmental reports, presentations, and scorecard metrics to meet internal and external reporting deadlines.
- Assist with travel arrangements for leisure sales team as required
- Coordinate the shipping of materials for marketplaces, trade events, and client engagements.
- Support the execution of client gifting initiatives as required.
- Other duties as assigned or required.

### **ABILITIES, SKILLS AND COMPETENCIES**

- Excellent organization skills with attention to detail

- Demonstrated ability in interpersonal skills and the ability to deal effectively with enquiries/customer service with multiple stakeholders
- Demonstrated written/oral communication skills
- Solutions orientated with proactive problem solving skills
- Multi-task driven
- Ability to adapt to fast pace and meet tight deadlines
- Strong proficiency in Google Workspace (Docs, Sheets, Slides) and Microsoft Office Suite (Word, Excel, PowerPoint).

### **WORKING CONDITIONS**

- Ability to work early mornings, evenings, and occasional weekends as required to support work related requirements.

### **EDUCATION**

- A university or college degree with an emphasis in hospitality, and/or at least two years of related experience.

### **EXPERIENCE**

- 2+ years of demonstrated administrative support experience; preferably in a sales environment
- previous experience working with a CRM

### **LANGUAGE**

- English essential, German/Spanish as asset

### **How to Apply**

Please send your resume to [human-resource@destinationtoronto.com](mailto:human-resource@destinationtoronto.com) and clearly indicate the application is for the position of "Leisure Sales Coordinator" 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 are committed to equitable hiring practices. Please note that as part of our recruitment process, we may use automated tools to screen resumes for qualifications and relevant experience. Human oversight is maintained throughout the selection process to ensure fairness and transparency.

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