

## **JOB DESCRIPTION**

**POSITION TITLE:** Sales Coordinator  
**DEPARTMENT:** Global Sales & Services  
**REPORTS TO:** Administrative Supervisor, Global Sales & Services  
**STATUS:** Vacant Position

## **ABOUT DESTINATION TORONTO**

Toronto's visitor economy is a vital economic engine for the city, with a record 28.2 million visitors generating over \$9 billion in visitor spending in 2025. Destination Toronto's purpose is to ignite the city's visitor economy to enrich and empower its communities. Operating in partnership with the City of Toronto and the tourism and hospitality community, Destination Toronto promotes the city to attract visitors and major meetings and events, and supports local businesses in maximizing the opportunities of the visitor economy. For more information, please visit [DestinationToronto.com](https://www.destinationtoronto.com).

## **ROLE SUMMARY**

Provide efficient/quality administrative support on a timely basis to the sales staff of the Global Sales & Service department.

Global Sales & Service principal purpose is to increase tourism visits to Toronto by influencing the sales of meetings and conventions, business, corporate and incentive travel markets.

This position's primary objective is to provide daily support and assistance in the achievement of the sales strategies and related activities. The Sales Coordinator is to strive to exceed expectations in service to partners, partners and clients.

There is an extraordinary pace to manage deadlines. Some early morning/late evenings may be required to meet the requirements of our stakeholders.

## **CORE RESPONSIBILITIES**

- Execute "wow" service to all stakeholders
- Quality database management & proficiency in CRM
- Provide administrative support on a timely basis
- Meet Sales Directors/Managers needs to run CRM reports and searches
- Monitor projects to ensure that they are on track on a timely basis
- Service member/client inquiries on behalf of the sales team when appropriate.
- Distribute booking notices to relevant partners
- Coordinate creation of proposals/bid books for clients
- Manage sales inquiries in the absence of the Sales Directors/Managers
- Participate in Global Sales & Service bi-weekly huddle
- Assist with travel arrangements and maintain agendas
- Coordinate travel arrangements for clients
- Coordinate and participate if required in Client site inspections
- Liaise with member organizations
- Coordinate shipping of material for tradeshow, sales events, promotional events

- Assist at marketplaces with operational support
- Manage applicable projects as assigned
- Other tasks, assigned as required.

## **KNOWLEDGE**

- Intermediate to advanced level knowledge of Google Workspace, Microsoft Office software & database management.
- Working knowledge of CRM platforms and best practices.

## **ABILITIES, SKILLS AND COMPETENCIES**

- Excellent organization skills
- Demonstrated ability in interpersonal skills and the ability to deal effectively with enquiries/customer service
- Demonstrated written/oral communication skills
- Outstanding attitude
- Multi-task driven
- Ability to adapt to fast pace
- Attention to detail
- Team player
- Strong technical skills relative to presentations/design

## **EDUCATION**

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

## **EXPERIENCE**

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

## **LANGUAGE**

- English essential

## **COMPENSATION**

- \$57,000

## **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 "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.

This posting reflects a current vacancy.