

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. 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 travelers, attracts and supports major meetings and events, and supports local businesses to maximize the opportunities of visitor spending.

## **JOB DESCRIPTION**

**Position Title:** Sales Director  
**Market Focus:** U.S. Corporate  
**Department:** Global Sales & Service  
**Reports to:** Managing Director of Sales  
**Location:** Toronto, Ontario  
**Updated:** November 2023

## **ROLE SUMMARY**

The core of this position is to promote and sell Destination Toronto as a convention and meeting destination to Planners/C suite executives with a singular focus on groups that use a multi-hotel package, a convention facility and deliver 1500+ attendees. These are 'Citywide' defined meetings and conventions. This position is further aligned to support our top vertical sectors. This is in support of Destination Toronto's mission to grow our visitor economy.

## **Core Responsibilities**

- Developing business leads for Toronto's convention facilities and hotels.
- Work with in-market lead generators to convert leads and acquire business events to achieve annual goals as outlined by leadership, within the citywide market for your defined meeting/convention vertical sectors.
- In addition to US Corporate business development, this position is responsible for relationship building, lead generation and conversion within the Canadian Corporate Citywide market segment
- Develop sales action plans and participate in planning during the annual budget/business planning cycle that ensure the achievement of annual goals in your defined meeting/convention vertical sectors.
- Plan/execute sales and promotional client outreach for activation primarily based here in Toronto, including site visits and familiarization trips.
- Represent Destination Toronto at sector specific industry events deemed appropriate for business development opportunities, as needed.
- Achieve monthly sales activity goals documented in Simpleview (CRM), relating to prospecting, first meetings, industry participation and achievement of annual business development goals..
- Maintain complete documentation within Simpleview, and conform to applicable sales administration practices and policies.
- Manage budget associated with specific sales action plan.
- Gain knowledge of competitive sets and changing marketing trends that impact business events.
- Assist in the recruitment of sales support staff. Mentor and provide leadership to sales support staff.
- Attend and participate in sales meetings, training programs and other required meetings.
- Undertake special projects as may be assigned by Destination Toronto leadership.

## **Skill Requirements/Qualifications**

- Some post-secondary education (College/University preferred), and/or minimum 4 years related sales experience in the hospitality sector
- Good working knowledge of computers, Google Suite, and experience with a sales CRM, CVENT and EmpowerMINT a plus
- Cross border business travel is an important aspect of the role

- Effective negotiating skills
- Strong interpersonal skills
- Self motivated with strong oral, written and public presentation skills
- Ability to multitask, and adapt to a fast pace environment while managing deadlines
- Attention to detail
- Driven & motivated
- Team player

### **How to Apply**

Please send resume to [human-resource@destinationtoronto.com](mailto:human-resource@destinationtoronto.com) and clearly indicate the application is for the position of "Sales Director" 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.