

Toronto's visitor economy is a vital economic engine for the city, generating \$7 billion in visitor spending in 2023. 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 Tourism, Culture and Sport, 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).

## **JOB DESCRIPTION**

**Position Title:** Sales Manager  
**Market Focus:** US/Canada/International, Corporate and/or Association  
**Department:** Global Sales & Service  
**Reports to:** Assistant Director of Sales  
**Location:** Toronto, Ontario  
**Updated:** February 2024

## **ROLE SUMMARY**

The core of this position is to promote and sell Destination Toronto as a convention and meeting destination to Planners, and agencies/third parties based in the United States. This position may include sales to Association and/or Corporate Planners. The position focuses on securing meetings and conventions that use a single hotel package, and/or generate 251-1,499 attendees to support our mission to grow Toronto's visitor economy. These are 'Single-Hotel' defined meetings and conventions.

This position is primarily responsible for responding to incoming and developing net new business leads for Toronto's convention facilities and hotels. You have a high level of motivation and drive, in addition excellent prospecting skills and the ability to thrive in a fast-paced, always changing industry.

## **CORE RESPONSIBILITIES**

- Convert leads transitioned from lead generators to complete the sales cycle, and acquire business events to achieve annual definite room night goals as outlined by leadership, within the 'single hotel' sized meetings/conventions.
- Respond in a timely fashion to incoming business events leads, and manage the lead through to conversion on behalf of Destination Toronto members.
- Solicit and acquire new business events defined as 'Single-Hotel' with attendance of 251-1499, to achieve annual definite room night goals as outlined by leadership, within the market in you are assigned.
- Achieve monthly sales activity goals relating to prospecting, first meetings, tentative pipeline build, industry participation and delivery of clients to the community.
- Maintain complete documentation within Simple View and all sales administration practices and policies.
- Prepare monthly, quarterly and annual sales action plans and participate in planning during annual budget/business planning cycle.

- Plan/execute sales and promotional client outreach in partnership with your team members so as to not duplicate efforts. This could include trade show attendance, sales missions, and site inspections.
- Manage budget associated with specific area/event responsibilities.
- Represent the Destination Toronto team at local, regional, national or international industry organizations deemed appropriate for business development opportunities, as needed.
- Gain knowledge of competitive sets and changing marketing trends that impact business events.
- Attend and participate in sales meetings, training programs and other required meets
- Undertake special projects as may be assigned by Destination Toronto leadership.
- Business travel is approximately 20% of the role.

#### **KNOWLEDGE**

- Good working knowledge of computers, Microsoft Office software, Outlook, and general office equipment Experience with SimpleView CRM, CVENT and EmpowerMINT a plus

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

- **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

#### **EDUCATION**

- Minimum some post-secondary education (College/University preferred)

#### **EXPERIENCE**

- 1-2 years related sales experience in the hospitality sector

#### **LANGUAGE**

- English essential

#### **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 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.