

Schedule "A"
TOURISM VANCOUVER
METRO VANCOUVER CONVENTION AND VISITORS BUREAU
POSITION DESCRIPTION

Position Title: Sales Assistant, MIND Partnership
(*Meeting and Innovation Network of Distinction*)

Department: Meetings & Conventions

Reporting to: Manager, MIND Partnership

Date Updated: April 2019

POSITION SUMMARY

The **Sales Assistant, MIND Partnership** (*Meeting and Innovation Network of Distinction*) works with the Manager, MIND Partnership and is expected to contribute strategic market analysis to the department as well as contribute to the department's overall business development goals.

The primary responsibility of this junior position is to identify, contact and support local conference hosts to bring meetings and conventions to Vancouver through the **MIND Partnership**. Using a variety of marketing and sales initiatives crossing all market segments, this position develops strategic relationships with local organizations and individuals that will assist in promoting the resources and services of the meetings and conventions department at Tourism Vancouver. Working with all geographic and market segments, the MIND Partnership is specifically integral to the international business association markets and is often the first point of contact at Tourism Vancouver for the client and an important part of the business development cycle. The position also works in conjunction with *BestCities* initiatives.

DUTIES AND RESPONSIBILITIES

Reporting to the Manager, MIND Partnership, the responsibilities include but are not limited to the following:

Researches and prospects potential conference hosts and encourages them to bring their association or affiliated group to hold a meeting/event in Vancouver.

Assists with coordinating all aspects of social networking and educational events. Responsibilities include invitations, logistics, and relationship management (partners, suppliers & MIND partnership members).

Assists the relevant sales team with sales leads and distribution once bid opportunities have been identified.

Ensures all meetings that have taken place in Vancouver are recorded in Tourism Vancouver's database and reported to International Congress & Convention Association & Destination Marketing Association International on an annual basis.

Assists with identifying and inviting clients to attend Vancouver Bid Workshops and various MIND events.

Identifies and creates relationships with local organizations to further promote the MIND Partnership to their membership. These may include various levels of government, local and national business, technical & social groups as well as medical and academic organizations.

Assists with identifying strategic sponsorship & advertising opportunities to promote the MIND partnership (i.e. University, hospital and research institution newsletters).

Maintains strong working relationships with members of the Professional Conference Organizer (PCO) rotational program.

Ensures Tourism Vancouver's calendar database is up to date with all MIND and *BestCities* activities.

Contributes content to the Meet Vancouver and MIND partnership blog on a continuous basis.

WORKING CONDITIONS

Some evening and weekend work dependant on events and client needs. This position is ideal for an individual looking for experience in the meeting and conventions sector within a destination marketing organization.

QUALIFICATIONS

- 1 – 2 years of experience in a similar role within a sales and marketing environment.
- Thorough understanding of the association and convention business cycle, especially as it relates to the international markets
- Must be able to effectively source on-line, newspapers, newsletters, other publications and various other sources to successfully identify potential local hosts
- Excellent organisational skills in relation to managing multiple projects and deadlines
- Able to make sound decisions and recommendations, meet deadlines, take direction, and attention to detail
- Able to coordinate all aspects of off-site events
- Strong networking skills are an asset
- Innovative and creative outlook
- Excellent verbal, written, and business presentation skills
- Good knowledge of the tourism and hospitality industry, including Tourism Vancouver's membership base, hotels, Professional Conference Organizers, Destination Marketing Companies, conference facilities, attractions, *BestCities* and off-site venues
- Able to work well independently yet co-operatively with others
- Passionate about Vancouver as an international destination
- Good working knowledge of database management and social media for business use
- Strong aptitude and ability with Microsoft Office based technology software
- Completion of a post-secondary business program relevant to the tourism and hospitality industry an asset and/or equivalent experience

Duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either verbally or in writing.