

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

POSITION DESCRIPTION

IDENTIFICATION

Position Title:	Sales Associate, Meetings & Conventions, Washington DC Region & Eastern US
Division:	Meetings & Conventions (M & C) Sales
Reporting to:	Director of Sales, M & C, US (<i>in market</i>) and; Manager, M & C Sales, Eastern US
Updated:	September 2019

POSITION SUMMARY

The Sales Associate will work as part of the Meetings and Conventions team with the Washington DC Region & Eastern US markets. The Director of Sales for the DC market is located in a remote office in Austin, Texas and the Manager, M & C Sales, Eastern US is located in the Vancouver office. The Sales Associate will work in conjunction with the Director and Manager and is expected to make an ongoing contribution to achieving the objectives and targets set each year.

The Sales Associate will contribute in delivering sales and market development services in conjunction with the Business & Market Development Plan to the highest standards. These activities will focus on managing the account database for both markets, delivering a high level of customer sales and service to clients and assisting where needed for in-market events. Other activities will include account research, prospecting and new business development including effectively communicating with colleagues, partners and Tourism Vancouver members.

POSITION RESPONSIBILITIES

The Sales Associate is responsible for:

Lead preparation (including research) and distribution, client, member and partner correspondence, Director/Manager sales trip preparation and follow-up, telephone and email communication and support as well as all related office administration functions including mail, filing, courier deliveries, basic financial responsibilities, for example, completing purchase orders

Maintain both Washington DC and the Eastern, US initiative's fiscal budget and be well versed with internal accounting procedures

Maintain client databases (i.e. Simpleview, including creating new accounts, linking all leads, "definites", and lost business reports)

Work with the Director/Manager on all aspects of promotional activities including, invitations, liaising with clients and event arrangements

Work with the Director/Manager on customized Bid Books for presentations

Support and undertake many of the Director/Manager responsibilities while they are out of the office

Assist the Director/Manager in working with local contacts identified through the *Be a Host Program*

Assist with the co-ordination of site inspections and familiarization (FAM) trip itineraries and escort clients as required

Assist with the research and information gathering process of the sales & market lead development

Assist and support in the preparation for in-market tradeshows, key Tourism Vancouver sponsored events and sales missions

Prepare various internal and external reports, attend meetings with, and on occasion, on behalf of the Director/Manager

Source, qualify and develop group business travel leads and forward them to the appropriate Tourism Vancouver initiative team

Maintain lead system policies and procedures in referring business to Tourism Vancouver members in a fair and equitable manner

Support initiative teams on individual site inspections and familiarization trips coming to Vancouver in conjunction with the Business Events Canada, Destination Management companies and hotel brand Global Sales offices

Assist in developing presentations to clients, members and suppliers

Assist the Meetings and Conventions department in executing the social media strategy for @MeetVancouver

Organize and attend Tourism Vancouver and member events with all initiative teams

Keep informed on members including personnel changes, hotel renovations, changes in management, regular hotel site inspections, visits with sales personnel and property tours, regular contact/meetings with key members and industry partners active in relevant markets

Keep informed on city development, construction, trends and events

Provide information or assistance to Tourism Vancouver members in support of new prospects, market intelligence, trends and sales and marketing activities

Other duties as assigned from time to time by the Director/Manager, or by Tourism Vancouver

WORKING CONDITIONS

Working hours can vary due to the nature of the tourism industry. Working schedules will be affected by site inspections, familiarizations and time zones. Attendance and/or assistance will also be required at certain Tourism Vancouver functions as well as industry events and may be during non-regular business hours. Minimal business travel may also be required.

QUALIFICATIONS

- 3-5 years of related experience in a sales or sales support role within the tourism industry
- Meeting and convention sales experience an asset
- Good knowledge of local Tourism Vancouver members: i.e. hotels, Professional Conference Organizers (PCO), Destination Management Companies (DMC), attractions, off-site and sport venues in Metro Vancouver
- Demonstrated excellent verbal and written communication skills including presentation skills
- Excellent organizational skills including time management and attention to detail
- Ability to make sound decisions, meet deadlines, take direction and pay attention to detail
- Able to work well independently yet co-operatively; consistently committed to individual, team and corporate excellence, professional at all times
- Innovative, creative marketing and entrepreneurial qualities are an asset
- Strong technology aptitude with good working knowledge of database concepts (Simpleview) Microsoft Word applications and Adobe Acrobat. Willingness to learn and adapt to new software
- Solid working knowledge of social media for business (i.e., Twitter, Instagram, Facebook, Hootsuite)
- Passionate about Vancouver as an international destination
- Client focused, customer service and sales oriented, uses creative solution-driven approaches
- Completion of a post-secondary program in Tourism/hospitality or business and/or equivalent experience