



## ***Sales Associate, Meetings & Conventions, US***

Destination Vancouver's Meeting & Conventions team is rebuilding and we are delighted to be seeking a ***Sales Associate, Meetings & Convention, US*** to join our award-winning team.

### **Who Are We:**

Destination Vancouver's Purpose is: *To transform communities and our visitors through the power of travel.*

We are one of the world's most dynamic destination marketing and management organizations, with a commitment to establishing Vancouver as a must-visit destination. Our brand promise, "*Vancouver is a place that connects people and inspires them to live with passion*" underscores how we communicate with our customers, engage with stakeholders and service our 700+ members.

As a private, not for profit business association, our success supports an industry as well as adds to the global reputation and cultural, social, sustainable and economic vibrancy of our great and diverse city.

Destination Vancouver believes in and provides a diverse, equitable and inclusive work environment.

### **The Opportunity:**

The ***Sales Associate, Meetings & Conventions, US***, is passionate about Vancouver, the hospitality industry and Destination Vancouver's purpose, vision and mandate. It's an individual who wants to be part of a team that positively connects and contributes to creating awareness, driving interest and closing business for Destination Vancouver members and partners.

The Sales Associate will work as part of the Meetings & Conventions (M&C) sales team for the US market. The position will report to the Director of Sales, US as well as the Chicago & Midwest US Manager and the Western US Manager. The Director of Sales is located in-market in the US and is also responsible for the Eastern US and Washington, DC Region.

The position is responsible for providing ongoing sales assistance to the M&C US team by delivering efficient and detailed work that supports the business plan objectives and targets each year. Success will be measured by this position's contribution to organizational outcomes on the Destination Vancouver Balanced Scorecard. This will be balanced with Meetings and Conventions line of business, US market team and individual performance goals.

This position is ideal for a candidate who is highly organized, flexible and detail oriented; committed to sales and service excellence and motivated to find creative solutions for Destination Vancouver's clients, partners and members. As well, the successful individual is motivated by strong organization values and culture.

### **What We Expect of You:**

You love where you work and play and telling the Vancouver story. You are a dynamic Team Member and you are passionate about Vancouver!

#### **Core Strategic Accountabilities:**

- To support the M&C US sales team and contribute to delivering sales and market development services aligned with Destination Vancouver's business plan to the highest standards.



- To source, qualify and develop group business travel leads and forward them to the appropriate Destination Vancouver initiative team.
- To deliver high level customer sales and service to clients and members.
- To assist in the planning and execution of in-destination (Vancouver) and in-market sales activities

### The Responsibilities:

To be successful in this position, the **Sales Associate, Meetings & Conventions, US** performs the following in an exemplary manner:

- Adapts quickly to an always changing volume of work in partnership with the Director and Managers. At the same time, manages workloads and expectations through prioritizing, project management and open communication.
- Performs a broad range of administrative duties as specified by the Director/Manager(s) - to include lead preparation (including research) and distribution, managing client, member, and partner correspondence, assists in the preparation of Bid Books and follow-up communication with clients and with members.
- Assists with Director/Manager(s) sales trip preparation and follow-up, telephone and email communication and support as well as related office administration functions including mail, filing, courier deliveries, basic financial responsibilities, for example, creating and completing purchase and sales orders.
- Assists the Director and Managers in maximum utilization of Destination Vancouver's M&C platforms.
- Becomes proficient in the Customer Relationship Management (CRM), Simpleview and other Destination Vancouver digital platforms such as Lucidpress, FuturePace and TrueTour.
- Maintains client databases with guidance of the Director/Manager(s), including creating new accounts, linking all leads, "definites", and lost business reports.
- Maintains the US Team's fiscal budget with guidance/support of the US Team and develop a clear understanding of internal accounting procedures.
- Works with the Director/Manager(s) on all aspects of promotional activities including, invitations, liaising with clients and event arrangements.
- Works with the Director/Manager(s) on customized Bid Books for presentations on LucidPress platform.
- Supports and undertakes many of the Director/Manager(s) responsibilities while they are out of the office.
- Assists the Director/Manager(s) in working with local contacts identified through the *MIND Partnership*.
- Assists with the co-ordination of site inspections and familiarization (FAM) trip itineraries and escort clients as directed by the Director/Manager(s).
- Assists with the research and information gathering process of the sales & market lead development.
- Works with Director/Manager(s) to coordinate and support in-market tradeshow, digital events, key Destination Vancouver sponsored activations and sales missions including registration, shipping of collateral, promotional items, and tradeshow booth as well as any communication pre and post the event.
- Prepares and evaluates various internal and external reports as directed by the US Team.
- Maintains lead system policies and procedures in referring business to Destination Vancouver members in a

fair and equitable manner.

- Supports 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.
- Assists in developing digital and in-person presentations to clients, members and suppliers.
- Assists the Meetings & Conventions department in executing the social media strategy for @MeetVancouver.
- Organizes and attend Destination Vancouver and member events.
- Engages with and stays informed on member updates including personnel/management changes, hotel renovations, regular hotel site inspections, visits with sales personnel and property tours, regular contact/meetings with key members and industry partners active in relevant markets.
- Maintains a working knowledge on city development, construction, trends and events.
- Provides information or assistance to Destination Vancouver members in support of new prospects, market intelligence, trends and sales and marketing activities.
- Other duties as assigned from time to time by Destination Vancouver.

### **Working Conditions:**

This position is based in Destination Vancouver's newly renovated corporate offices with majestic views of the North Shore mountains and close proximity to transit and downtown amenities. The majority of the work will take place during regular operating hours, Monday to Friday. Some flexibility is required to support activities that may occur outside the standard operating hours, and/or on weekends. There may be some opportunity for working from home one day per week.

### **Qualifications:**

You really want this job!

- 2-3 years of related experience in a sales or sales support role within the tourism industry, specifically within meeting and convention sales
- Good knowledge of Destination Vancouver members: i.e. hotels, Professional Conference Organizers (PCO), Destination Management Companies (DMC), attractions, off-site and 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
- Dedicated to team excellence. Able to work well independently yet co-operatively; consistently committed to individual, team and corporate excellence, acts in a professional manner at all times
- Innovative, creative marketing and entrepreneurial qualities are an asset
- Strong technology aptitude with good working knowledge of databases (Simpleview), Microsoft Word applications and Adobe Acrobat
- 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



**How Do We Connect?:**

If this sounds like you because you have the knowledge, ambition and drive and describe yourself as enthusiastic and fun, collaborative and focused on building positive and long-term client relationships and achieving sales results, we invite you to apply for this exciting position. Please send your resume and cover letter to: [careers@tourismvancouver.com](mailto:careers@tourismvancouver.com) by **July 30, 2021**.

*Tourism Vancouver is an inclusive and diverse work environment and welcomes all qualified applicants.*

For more information, please visit <http://tourismvancouver.com>