



## **Sales Associate Meetings & Conventions - Washington DC Region & Eastern US**

Tourism Vancouver is *powered by people* ... we are seeking a highly professional and motivated **Sales Associate** to support the Washington DC Region and Eastern US markets.

### **Who are we:**

Tourism Vancouver is one of the world's most dynamic destination marketing and management organizations, with a commitment to establishing Vancouver as a must-visit destination.

Our purpose is clear: *We Proudly Champion Vancouver.*

And we live this purpose every day in our core values as created and defined by our team:

- ✓ We live, breathe and share Vancouver
- ✓ We are powered by people
- ✓ We are adventurous
- ✓ We play with purpose

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 900+ members.

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

### **The Opportunity:**

Reporting to the Director of Sales, Meetings & Conventions US and the Manager, Meeting & Convention Sales, Eastern US, the Sales Associate will work as part of the Meetings and Conventions (M & C) team specifically with those markets. The Director of Sales for the DC market is located in our remote office in Austin, Texas, USA and the Manager, M & C Sales, Eastern US is located in the Vancouver office.

The Sales Associate will work with the Director and Manager and is expected to make an ongoing contribution to achieving the objectives and targets set each year. 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.

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

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

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

**What Else:**

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.

**What You will Bring:**

- 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 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.
- 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

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If you meet these qualifications, are motivated, committed to excellence, enthusiastic and have the dedication to make a significant contribution to Tourism Vancouver, we invite you to apply for this position by sending your resume and cover letter to [careers@tourismvancouver.com](mailto:careers@tourismvancouver.com) by **Friday, January 24, 2020**.

***Tourism Vancouver is an inclusive and diverse work environment and welcomes all qualified applicants. For more information, please visit <http://tourismvancouver.com>.***