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Calgary, Alberta, Canada T2G 0X8

visitcalgary.com



JOB DESCRIPTION

SPECIALIST, STAKEHOLDER ENGAGEMENT

COMPANY OVERVIEW

Tourism Calgary is the official destination marketing and development organization for Calgary's tourism industry. For more than 50 years, the organization's primary purpose has been to promote Calgary and area as the destination of choice for leisure travelers. With a vision of making Calgary the ultimate host city, Tourism Calgary markets the city locally, nationally and internationally and advocates for its ongoing development as a destination. The organization hosts and attracts visitors and events and activates the city by fostering the growth of shareable, memorable experiences. Calgary's tourism industry contributes approximately \$1.6 billion in visitor spending by over 7.7 million visitors annually. For more information about Tourism Calgary, please visit www.visitcalgary.com.

THE POSITION

As part of the Stakeholder Engagement and Destination Development team, and reporting to the Manager, Stakeholder Engagement, the Specialist, Stakeholder Engagement plays a key role in connecting and collaborating with Calgary's vibrant and growing tourism industry.

KEY RESPONSIBILITIES:

- Collaborate and build relationships with key partners for industry engagement, including participation in marketing, education and activation opportunities;
- Proactively identify and pursue new partner sales;
- Proactively retain partners;
- Input and maintain partner information in the CRM (Simpleview);
- Coordinate online partner listings and update details as needed;
- Respond to partner inquiries and requests;
- Develop a deep knowledge of Calgary's tourism industry in order to make connections, share insights and collaborate with partners and colleagues;
- Assist with program development and implementation for retention (including attending partner presentations, familiarization tours, and industry events);
- Assist with the coordination and delivery of educational event/workshops for partners including registration;
- Provide effective communication between partners and internal program champions;
- Assist the Manager, Stakeholder Engagement and Executive Director, Stakeholder Engagement & Destination Development with duties as requested;
- Assist with sponsorship and program sales and business development as assigned.

QUALIFICATIONS

- Exceptional customer service skills;
- Proven sales experiences;
- Problem-solver;
- Experience in a membership-based organization and database record management are considered assets;
- Excellent organizational, interpersonal, sales and communication, detail oriented skills required;
- Ability to work independently and in a team environment;
- Good knowledge of Calgary and surrounding area;
- Preference will be given to candidates with post-secondary education in tourism or hospitality and/or a related field.

APPLICATION PROCESS

Reply in confidence with a cover letter and resume by **August 30, 2019** to:

Roxanne Wideen
Director, Human Resources
Tourism Calgary
roxanne@tourismcalgary.com

Please note: only those selected for an interview will be contacted. Please provide three references.

August 14, 2019