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visitcalgary.com



JOB DESCRIPTION

Account Manager, Sport

COMPANY OVERVIEW

Tourism Calgary is a research-based, market-driven and industry-led organization that has specialized in the marketing, sales and promotion of Calgary and area as the destination of choice for leisure and business travel for more than 50 years. Leading Calgary's tourism efforts domestically, nationally and internationally, Tourism Calgary works with major sporting and cultural events, meeting and convention planners, tour operators and travel media. Tourism in Calgary annually contributes more than \$2 billion in visitor spending to the local community and employs 1 in 10 Calgarians.

THE POSITION

The mandate for the Sport, Culture and Major Events team at Tourism Calgary is to win bids and attract major sport, recreation and cultural events that generate economic and social benefits for the community.

The Account Manager, Sport reports to the Senior Manager Sport, Culture & Major Events and is responsible for facilitating qualified leads and converting them to definite business through prospecting, relationship development, bid submissions, negotiation and event servicing. Building strong relationships with clients, colleagues, and event stakeholders will be instrumental to the success of this position

KEY RESPONSIBILITIES

- Generate qualified sport and cultural event leads and convert them to definite business. Achieving targets for the market segment in contracted events, hotel room nights and economic impact.
- Be the primary go to contact for the event owners to ensure their event is successful in Calgary so they will return again in the near future.
- Lead the development and execution of event bid programs directly or through the coordination of working bid committees.
- Represent the department at annual sport tourism conferences, marketplaces and additional sales related travel as directed.
- Build event capacity through working directly with local champions to develop bid programs. Requirements include bid document support, site inspections, sourcing of accommodation and facilities and knowledge of funding opportunities.
- Keep informed on national competition in terms of sales, business-to-business marketing, and trends of sport tourism
- Be an ambassador at Tourism Calgary events and other various client functions for the purpose of business development
- Collaboration within the department and the entire Tourism Calgary team to achieve the goals and objectives of the organization

QUALIFICATIONS

- Post-Secondary education in Tourism, Business or equivalent
- Experience in the sport tourism or event industry will be considered an asset
- Previous sales and account / relationship management will be considered an asset
- Excellent creative, strategic and problem-solving aptitude with the ability to work well independently or as a member of a team or group
- Strong time and project management expertise with an ability to prioritize, meet, and maintain deadlines
- Proficient in verbal and written communication with an acute attention to detail.
- Must be computer literate; strong knowledge of database management and Microsoft office.

APPLICATION PROCESS

Reply in confidence with a cover letter and resume to:

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

Please note only those selected for an interview will be contacted.