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## **JOB DESCRIPTION**

### **Senior Manager, Sport & Culture**

## **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**

Working in the Sport, Culture and Major Event's department and reporting to the Executive Director, the Senior Manager is charged with the implementation and oversight of the core event business sales strategy. The primary objective is to develop business and secure hosting rights for events with a broad range of tourism related benefits to the city of Calgary and area.

Building strong relationships with stakeholders, three levels of sport federations, government administration, local champions, venue partners and Tourism Calgary members will be instrumental to the success in increasing the capacity and competitiveness of Calgary to host sport and culture events. In this role within the tourism community, the Senior Manager will act as a conduit between Tourism Calgary and the Sport community for the benefit of both industries.

Tourism Calgary is looking for a sales leader with a track record of delivering results and developing an exceptional sales team. There are resources and opportunity to grow this business in Calgary to support the recovery of the visitor economy in a fun and dynamic field.

## **KEY RESPONSIBILITIES**

- Generate qualified sport event leads and convert them to definite business. Achieving targets for the market segment in contracted events, hotel room nights and economic impact while managing the core business event attraction budget
- Lead the development and execution of event bid programs through the coordination of working bid committees
- Provide operational and administrative assistance to Calgary Sport & Major Events when requested, including research, report writing, board meeting assistance, and project management
- Provide writing support in the creation, editing and proofreading of materials for the department as needed

- Be the main point of contact for Tourism Calgary with Sport Tourism Canada and 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 the identification of funding opportunities
- Keep informed on national competition in terms of sales, business-to-business marketing, and trends of sport tourism
- Be an ambassador for Tourism Calgary at secured 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
- Manage and guide the Account Managers of Sport and Culture to achieve sales objectives

## **QUALIFICATIONS**

- Post-Secondary education in Tourism, Business or equivalent
- A minimum of 5 years of experience in the sport tourism or event industry will be considered an asset
- Previous sales leadership 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](mailto:roxanne@tourismcalgary.com)

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