



JOB DESCRIPTION – Sales Coordinator, Meetings & Conventions

About Tourism Calgary

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 and sells the city locally, nationally and internationally and advocates for its ongoing development as a destination. The organization hosts and attracts visitors, conventions, meetings 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 8 million visitors annually. For more information about Tourism Calgary, please visit www.visitcalgary.com.

THE POSITION

Reporting to the Director, Business Development, this position is a member of Tourism Calgary's Meetings & Conventions Sales Team whose goal is to attract incremental Meetings, Conventions, and Incentive Travel (MC&IT) business to Calgary. This position contributes to the success of Meetings & Conventions Calgary's tactical execution by assisting with the delivery of a wide variety of sales and marketing events and activities.

KEY RESPONSIBILITIES

- Supports the sales activities of the respective Director, Business Development in their designated geographical market.
- Coordinates communication of lead activity with hotel and venue partners, assembles quotes and prepares client proposals and bid package development.
- Conducts research to identify leads from the identified market and economic sector, based on the strategy of the Business Development Director.
- Assists in the planning, scheduling, and implementing of events and activities for assigned projects.
- Contributes to the development of sales and marketing collateral materials.
- Maintains project files, reconciles project budgets, manages month-end reporting, evaluation, and follow-up requirements for projects.
- Assists with the coordination of client site inspections and familiarization tours.
- Establishes and maintains effective relationships with industry partners and clients to ensure successful execution of partnered initiatives.
- Contributes to the development of the organization's strategic and tactical plans.
- Works cooperatively with the Tourism Calgary Marketing team to meet the overall mandate of the organization.
- Assists in developing policies and processes to heighten efficiencies relating to tactical execution.
- Administration and other duties as assigned.

QUALIFICATIONS

- Degree or diploma in an appropriate discipline (i.e., sales, marketing, tourism, hotel/hospitality management) with a minimum of one year industry related experience.
- Other equivalent combinations of education and experience may be considered.



- Well-organized and able to work well both independently and within a collaborative team environment.
- Detail oriented with strong customer service philosophy.
- Strong problem solving, decision making, and project management skills.
- Ability to communicate professionally and courteously with clients, colleagues, and industry suppliers.
- Marketing and sales experience relating to MC&IT an asset.
- Proven project, site inspection and familiarization tour coordination an asset; and Proficient with Microsoft Office (Word, Excel, PowerPoint, Outlook).
- This position is open to some remote work, to be coordinated with the Hiring Leader.

Working conditions

- This position is a work-from-home position with a hybrid home/office in the future.
- Candidate must have private high-speed internet, quiet place to work.
- Equipment (cell phone & laptop) provided by Tourism Calgary.

Application Process:

Reply in confidence with a cover letter and resume by March 4th, 2022
Roxanne Wideen
Director, HR
Tourism Calgary

Email roxanne@tourismcalgary.com

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

Tourism Calgary values diversity of expertise, talent and opinion which creates an innovative and collaborative environment. We are committed to a respectful and inclusive workplace and welcome applications from all qualified individuals.