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visitcalgary.com



JOB DESCRIPTION – Specialist, Event Services

About Tourism Calgary

Tourism Calgary is the official destination marketing, sales, 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. 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, events, meetings, and conventions and activates the city by fostering the growth of shareable, memorable experiences. Pre-pandemic, Calgary's tourism industry contributed more than **\$2.5** billion in visitor spending by nearly **8** million visitors annually. For more information about Tourism Calgary, please visit www.visitcalgary.com.

THE POSITION

Reporting to the Manager, Event Services, the **Specialist, Event Services** is a key role within the Destination Experience and Services department. The Specialist, Event Services works in collaboration with the Sales and Marketing team to attract, support and activate meetings, conventions, and incentive travel (MC&IT), sport, culture and major events. The principal role of the position is to act as the industry liaison between MC&IT and Sport, Culture and Major Event clients and Calgary's tourism community partners and manage client relationships for definite meetings, conventions, incentive programs, sport, culture and major events confirmed for Calgary.

KEY RESPONSIBILITIES:

- Supports the Manager Event Services in developing and executing a strategic plan to deliver exceptional service and experiences to our MC&IT and Sport, Culture and Major Events clients and their audiences (delegates/participants/attendees) – ultimately creating more loyal ambassadors and referrals for our destination.
- Works closely and cooperatively with the MC&IT and Sport, Culture and Major Events Sales Teams to deliver on Tourism Calgary's vision of being an Ultimate Host City. This includes support during bid development and presentations as required.
- Is the primary contact for the meeting planner or events rights holder whose meeting/convention/event is confirmed on a definite basis, sharing the Event Services Offer and servicing the needs of the client from point of event services initial contact, through planning to completion and manages all post-event follow up, fulfilling all aspects of event servicing requirements, which is unique to all programs. This includes but is not limited to:

- Helping to increase attendance at future Calgary events through attendance building tools and physical attendance at select (e.g., City-Wide) client conferences/events the year prior.
- In collaboration with the Marketing and Visitor Experience team, developing marketing and promotional materials to support clients with promotion, attendance building and on-site activations including but not limited to; event destination microsites, digital marketing & promotional assets, content, printed collateral, etc.
- Providing client recommendations/advice and connections to Tourism Calgary's industry partners, including off-site event venues, transportation, pre & post opportunities, entertainment options, and any other services as required by the client.
- Collaborating with the Site Visit and Familiarization Tours team on the logistical coordination and activation of planning site visits as required and accompanying clients on the planning site visit.
- Works closely with the Destination Experience and Services team to develop on-site delegate/attendee activation programs and brand-aligned experience recommendations, (e.g., information tables, Discover Calgary Deals, pre/post; companion/family programs, etc.).
- Managing and coordinating the customized welcome program (e.g., signage at YYC, hotels, venues, downtown and other BIAs, etc.) and acting as the Tourism Calgary liaison for event pageantry and other event welcome initiatives.
- Proactively researches, assesses, and promotes our partners, services, and support tools available to new and repeat clients.
- Tracks activity and provides top-level results to the Manager, Event Services, Executive Director, Meetings and Conventions as well as the Sports, Culture and Major Events Team via regular meetings and reporting.
- Manages the Tourism Calgary CRM system (Simpleview) in relation to Event Services.
- Maintains, reforecasts and balances Event Services budget.
- Performs other duties and assists with other projects as assigned by the Manager Events Services

QUALIFICATIONS

- Degree or diploma in an appropriate discipline with preferably a minimum of 3 - 5 years of related experience. Other equivalent combinations of education and experience may be considered.
- A self-starter who is extremely detail oriented and resourceful, with excellent professional communication skills (verbal and written), organizational, interpersonal, planning, problem solving and time management skills.
- Ability to handle multiple projects concurrently and work within a fast-paced deadline driven environment.
- Excellent creative, strategic and problem-solving aptitude with the ability to work well independently or as a member of a team or group.
- Strong relationship management skills and ability to exercise judgment and diplomacy in a wide variety of public, client and partner contact situations.
- High degree of professionalism with exceptional customer service philosophy.
- An understanding of the needs/expectations of clients as well as a strong knowledge of the product/services and support available in Calgary and area.
- Knowledge of the sports, culture, and MC&IT and/or tourism industry considered an asset.
- Completion of the Certified Meeting Professional (CMP) program would be an asset, but not essential.
- Proficient with Microsoft Office (Word, Excel, PowerPoint, Outlook) and database management (specifically the Simpleview CRM).
- Understanding of social media platforms and experience in Adobe InDesign and Photoshop considered an asset.
- Must possess a valid Alberta driver's license and have reliable transportation.
- Must be able to lift and transport items weighing up to 21-50 kilograms.

- Must be available to travel both domestically and internationally and with the understanding that the role requires at times the need to work overtime, evenings, and weekends.
- Maintain a valid passport and any other travel related documents including COVID related requirements necessary for the purpose of business-related travel.

Working conditions

- This is a hybrid home/office position.
- 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 April 8, 2022, to:

Roxanne Wideen
Director, Human Resources
Tourism Calgary
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