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[visitcalgary.com](http://www.visitcalgary.com)



JOB DESCRIPTION – Business Development Director, Western USA

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 7 million visitors annually. For more information about Tourism Calgary, please visit www.visitcalgary.com.

THE POSITION

Reporting to the Executive Director, Meetings & Conventions, the Business Development Director is responsible for the development and implementation of a pro-active sales and marketing strategy for a specific market segment/geographical area that attracts Meetings, Conventions & Incentive Travel business (MC&IT) to Calgary. **The preference for this role is to be based in-market in the USA Mid-West vicinity.**

KEY RESPONSIBILITIES

- Generate new MC&IT business for Calgary;
- Promote Calgary's business travel products and services to MC&IT decision makers;
- Establish, foster and maintain networks, contacts, and relations with:
- The MC&IT industry including associations, corporate accounts, third party meeting planners, incentive houses and industry organizations;
- Calgary MC&IT suppliers including meeting venues, hotels, attractions and event management companies;
- Work closely with Calgary's tourism industry to develop selling synergies and a "Team Calgary" in market presence;
- Research, analyze and develop sales leads to generate RFP's;
- Liaise and coordinate with clients to ensure they have the necessary information and support during the destination selection process;
- Provide assistance in identifying local expertise (champions) to help facilitate bids;
- Qualify, input and maintain detailed client account profiles on a CRM system;
- Identify, implement and evaluate sales and marketing initiatives;
- Maintain a thorough knowledge and understanding of the needs of the client and the current products offered by the local hospitality industry;
- Gather, analyze and interpret market intelligence pertaining to the MC&IT market conditions, clients and competitors;
- Provide input on an ongoing basis to the sales and marketing strategies and tactics including budget considerations for the MC&IT market;
- Represent Tourism Calgary at trade shows, conventions, and industry events;
- Join and actively participate as a member in key industry organizations; and
- Assist with special projects as assigned.

QUALIFICATIONS

- Post-secondary education in a related discipline (i.e. sales, marketing, tourism, hospitality management) with a proven track record of sales growth achievements in the hospitality/tourism industry;
- Minimum of 5 years of industry sales experience, preferably in the MC&IT market;
- High energy, positive, self-motivated individual who has the ability to work independently and within a collaborative team environment;
- Knowledge of Calgary's MC&IT product and services;
- Must work well under pressure and have the ability to multi-task;
- Strong negotiating abilities with superior closing skills;
- Excellent organizational, interpersonal and communication skills with well- developed presentation skills;
- Knowledge and experience working with Microsoft Office and CRM software;
- Detail and customer service oriented;
- Event planning and logistics experience would also be an asset;
- Availability to work some irregular hours and weekends as required; and
- Ability to travel outside of Canada and maintain a current passport.

WORKING CONDITIONS

- This position 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 **January 1, 2023**

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.