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



## **JOB DESCRIPTION**

### **Account Manager – Sport & Culture**

## **COMPANY OVERVIEW**

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 the 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, culture & sport events, business 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](http://www.visitcalgary.com).

## **THE POSITION**

Tourism Calgary is seeking a dynamic, driven sales professional that is motivated to secure cultural and sporting events for Calgary that will drive out of town visitation and support the visitor economy. As a member of the Sport, Culture and Major Events team at Tourism Calgary, this sales professional will help build Calgary as the Ultimate Host City with a year-round calendar of events that engage our community and showcase Calgary's active lifestyle, diverse population and natural beauty.

The Account Manager, Sport & Culture role will report to the Executive Director, Sport, Culture & Major Events and is responsible for identifying qualified leads and converting them to definite business through prospecting, relationship development, bid submissions and negotiations. The role requires a candidate to manage multiple accounts, deliver against tight deadlines and thoroughly understand the sales cycle to be successful in this role.

## **KEY RESPONSIBILITIES**

- Generate qualified cultural and sport event leads and convert them to definite business. Achieving targets for the market segment in the number of contracted events, hotel room nights and economic impact.
- Be the primary contact for the event right holder 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 or local organizing 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 grant funding opportunities.

- Keep informed on national competition in terms of sales, business-to-business marketing, and trends of tourism, sport tourism and cultural events
- 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 tourism, cultural tourism, sport tourism and/or the 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. Face to face presentations will be required.
- Must be computer literate, strong knowledge of database management, including Simpleview and Microsoft office applications.

## **Working conditions**

- This is a hybrid home/office position with three days in the office and two flexible days.
- Candidate must have private high-speed internet, quiet place to work while working at home.
- Equipment (cell phone & laptop) provided by Tourism Calgary

## **APPLICATION PROCESS**

Reply in confidence with a cover letter and resume by January 12, 2024 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.

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.