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



## **JOB DESCRIPTION**

### **Business Development Manager – Calgary Champion Program**

## **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**

The Calgary Champion Program is expanding to support the work of the Meetings and Conventions Division in securing more international conferences and events.

The Business Development Manager – Calgary Champion Program (referred hereinafter as BDM) reports Business Development Director, Calgary Champion Program & Executive Director, Meetings & Conventions. The BDM is responsible for growing a network of active local professionals, academics, business leaders and local individuals who, through their own business or professional affiliations, want to support bringing an international event or conference to Calgary. The BDM is a team player who will also support the work of the Business Development Team attracting Meetings, Conventions, and Incentive Travel (MC&IT) business to the city.

This individual needs to harness the passion that Calgarians have for their city and turn them into potential lead generators for future international events that can come to Calgary and help grow opportunities for our dynamic city.

### **What is a Champion:**

A Champion is a professional who is a member of an organization, association or group that actively works towards securing future conferences or events for Calgary. Champions for Calgary promote the city, showcase their work, and profile their organization. They are recognized by the city for their positive impact on business events and the local economy. A Champion plays a key role in identifying

and attracting potential events through their expertise, influence, contacts and passion for their industry and Calgary.

## **KEY RESPONSIBILITIES**

- Research new business opportunities for Calgary, by identifying a Champion affiliated with the business or sector to generate new leads that will produce RFPs for the Calgary market for international conferences or events.
- Take existing new leads and RFPs from the team and find Champions related to the business or sector of the event to support winning the business for the market.
- Align strategies with the MC Business Development team to prospect new business opportunities with the support of a potential Champion.
- Work closely with industry partners like BMO Centre, Calgary TELUS Convention Centre and Destinations Canada, among others, to engage potential Champions from the industry sectors that Calgary supports.
- Work closely with industry partners PCMA, MPI, ASAE, CSAE and ICCA to collaborate and take advantage of membership within each organization to connect with potential Champions.
- Collaborate with the Business Development Director – Calgary Champions Program – and other members of the Tourism Calgary team to refine strategy and brand development of the Champions Program elevating the profile of meetings and conventions to create excitement and interest in bringing events to the city.
- Support the communications / marketing approach to boost awareness for the Champions Program to recognize and profile successful champions showcasing the work they do and help encourage others to step up and be part of our program.
- Actively pursue opportunities to present the Calgary Champions Program to businesses, universities or associations that have potential to identify individual Champions that could amplify our solicitation strategy to secure major international conferences and events.
- Provide ongoing support to the Champions during the onboarding, bidding, booking and hosting phases for international conferences and conventions.
- Expand the Champions Network and help organize meetings to share best practices, information and contacts, supporting Champions to create successful bids for future events.
- Co-organize events to reward and recognize Calgary Champions that brought and supported an RFP for the market.
- Assist the Meetings & Conventions Team with client site inspections, familiarization trips (FAMs), tradeshow, conferences and other duties as assigned to help prospect and secure more confirmed business events for the destination.

## **QUALIFICATIONS**

- Post-secondary education in a related discipline of sales, marketing, tourism, hospitality management, public relations, industry advocacy with a proven track record of sales growth achievements, market capture and brand development.
- Minimum of 5 years industry sales / marketing experience. MC&IT segment experience would be considered an asset.
- Proven track record of building new relationships that lead to opportunity.
- Possess extensive business connections throughout multiple economic sectors; academic; governmental; and non-profit organizations both local and international.
- High energy, positive, self-motivated, outgoing personality with the ability to work both independently and within a collaborative team environment.

- Market knowledge of Calgary hospitality products, services, and infrastructure.
- Works well under pressure, can multi-task and project manage multiple files simultaneously.
- Superior organizational, interpersonal and communication skills with extremely well-developed presentation and public speaking skills.
- Knowledge of technical applications, Microsoft Office, Microsoft Teams, and CRM applications.
- Availability to work some irregular hours and weekends as required.
- Ability to travel domestically and outside of Canada, maintain a current passport.

**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 March 15, 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.