



## JOB DESCRIPTION

### **SPECIALIST, PARTNER ENGAGEMENT – 12-to-18-month contract position**

#### **COMPANY OVERVIEW**

As the official destination management organization for Calgary, Tourism Calgary's mandate is to:

- Promote Calgary as a destination of choice, marketing the city locally, nationally, and internationally to leisure and business travelers.
- Attract and support major events and conventions.
- Steward Calgary's destination brand.
- Lead or support development initiatives that enhance city vibrancy and the visitor experience.
- Advocate and support city building decisions that contribute to the sustainable growth of the economy while enhancing quality of life for Calgarians.

In 2023, Calgary saw an estimated 8.4 million visitors and a resulting visitor spend of \$2.9 billion.

#### **THE POSITION**

As part of the Destination Experience & Services team, and reporting to the Manager, Partner Engagement, the Specialist, Partner Engagement plays a key role in connecting and collaborating with Calgary's vibrant and growing tourism industry.

#### **KEY RESPONSIBILITIES:**

- Input and maintain partner account information in the CRM (Simpleview).
- Collaborate and build relationships with key partners for industry engagement, including participation in marketing and activation opportunities.
- Proactively identify and pursue new partner prospects. Welcome and onboard new business partners.
- Proactively retain partners with intentional calls and meetings.
- Ongoing review and update of partner web listings.
- Respond to partner inquiries and requests providing support and resources.
- Develop a deep knowledge of Calgary's tourism industry to make connections, share insights and collaborate with partners and colleagues.
- Assist with program development and implementation for retention (including attending partner presentations, familiarization tours, and industry events.)
- Assist with execution of partner orientations, familiarization visits, and networking events including registration.
- Provide effective communication between partners and internal program champions, including facilitating introductions.
- Assist the Manager, Partner Engagement and Vice President, Destination Experience & Services with duties as requested. (e.g. Convention & Event Listing)

**QUALIFICATIONS**

- Exceptional customer service skills.
- Excellent organizational, time management, interpersonal, written, and verbal communication, and detail-oriented skills required.
- Experience in a membership-based organization and database record management are considered assets.
- Sales experience
- Problem-solver, resourceful and collaborative.
- Ability to work independently and in a team environment.
- Good knowledge of Calgary and the surrounding area.
- Preference will be given to candidates with post-secondary education in tourism or hospitality and/or a related field.

**WORKING CONDITIONS**

- This is a hybrid home/Calgary office position with three days in the office and two flexible.
- 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 May 20<sup>th</sup>, 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.