

**SCHEDULE "A"**  
**TOURISM VANCOUVER**  
**METRO VANCOUVER CONVENTION AND VISITORS BUREAU**

**POSITION DESCRIPTION**

**IDENTIFICATION**

Position Title:	Sales Associate, Meetings and Conventions, Canada and International, Corporate
Division:	Meetings and Conventions
Reporting to:	Director of Sales, Canada & International and Manager, Canada & International, Corporate
Date Prepared:	September 2016

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**POSITION SUMMARY**

The Sales Associate will work as part of the Meetings and Conventions team supporting the Director of Sales, Canada & International, the Manager, Canada & International, Corporate as well as Tourism Vancouver's in-market, UK based International Business Development representative and the in-market contract sales representative firm in China.

Responsibilities include ensuring all aspects of the sales and market development plan for the Canadian and International corporate markets are accomplished to the highest standards. The Sales Associate is expected to make an ongoing contribution to achieving and exceeding the KPIs, objectives and targets within these markets as well as working along with *BestCities* initiatives as they relate to the corporate market segment.

This role will be focused on delivering sales and market development activities and providing administrative support for the Canadian and International corporate markets. These responsibilities will focus on managing a database of key clients, delivering a high standard of customer sales and service effectively communicating with colleagues, clients, partners and Tourism Vancouver members. It will also involve Canada and International account research, prospecting, direct client interaction, organizing of and participating on client site inspections and fairs.

**POSITION RESPONSIBILITIES**

Account management, lead preparation and distribution. Client, member and partner correspondence. Sales trip support preparation and follow-up. Telephone and email communication and support and all related administration functions.

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Coordinate site inspections and familiarization (FAM) trip itineraries including conducting the site inspections and direct client interaction. Many will be outside of regular business hours. Overtime hours to managed ahead of time.

Maintain client databases including creating new accounts, linking all leads, “definites”, and lost business reports, in a manner consistent with standard procedures.

Work with the Manager, UK Representative and Director of Sales (DOS) on all aspects of promotional activities including, invitations, liaising with clients and event arrangements.

Work with the Manager, UK Representative and DOS to prepare bid documents and create bid presentations.

In the absence of the Manager, UK Representative and DOS, the Associate will be the main point of contact for clients, Tourism Vancouver members and colleague queries and requests.

Assist the Manager, UK Representative and DOS in working with local contacts identified through Tourism Vancouver’s *Be a Host* program.

Assist direct reports in the research and information gathering process of the sales market and development lead process.

Research, prospect and strategically approach potential clients for business opportunities.

Prepare various internal and external reports, attend meetings with, and on occasion, on behalf of the Manager and DOS.

Assist in the preparation of all relevant reports and communication vehicles.

Maintain initiative’s fiscal budget including analysing budget variance reports.

Undertake many of the Manager and DOS responsibilities while they are travelling on business.

Possible travel may be required in order to assist with Tradeshow, Sales Missions and/or Conferences.

*Other duties as assigned from time to time by Tourism Vancouver.*

## **WORKING CONDITIONS**

Working hours may vary due to the nature of the tourism industry and position responsibilities. Working schedules will be affected by site inspections, FAM groups and time zones. Some very occasional travel may be required.

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## **QUALIFICATIONS**

- 2 – 4 years of experience in similar sales roles within the hospitality/tourism industry, specifically within the meetings and conventions markets with direct client responsibilities
- Meeting and convention corporate experience within a destination marketing organization is a definite asset including knowledge of the Canadian and International markets and related issues
- Good knowledge of local Tourism Vancouver member; hotels, Professional Conference Organizations, Destination Management Organizations, Vancouver attractions and other Tourism Vancouver member organizations
- Demonstrated excellent verbal and written communication skills including experience developing and delivering presentations to small and large groups
- Able to meet deadlines, take direction and strong with attention to detail
- Known for consistently demonstrating a high level of professionalism, maturity, diplomacy, ethics, values and judgment regarding decision-making
- Able to work well independently and consistently committed to teams
- Innovative, creative marketing and entrepreneurial qualities are an asset
- Strong technology aptitude with good working knowledge of CRM databases, Microsoft Word applications, Adobe Acrobat, accounting software. Willingness to learn and adapt to new applications including experience using social media
- A second language (French) would be an asset but is not required
- Client focused and committed to customer service excellence, creative solution-driven approaches are key to this position.
- Completion of a post-secondary program in tourism, business or related and/or equivalent experience

*Duties and responsibilities may be added, deleted, or changed at any time at the discretion of Tourism Vancouver, formally or informally, either verbally or in writing.*