



SPECIALIST, BUSINESS DEVELOPMENT FULLTIME PERMANENT

About Tourism Prince George

Located on the traditional territory of Lheidli T'enneh First Nation, Tourism Prince George Society operates as the destination marketing organization within the city of Prince George. Our team works closely with our local tourism partners to develop innovative campaigns that will drive visitation to Prince George. Tourism Prince George is committed to diversity and inclusivity in employment and welcomes applications from qualified individuals of diverse backgrounds. Tourism Prince George is an equal opportunity employer that is committed to an inclusive and barrier-free workplace.

Job Description:

Reporting to the Chief Executive Officer, this position is directly responsible for coordinating the sport tourism and meetings and conventions initiatives for Tourism Prince George and ensuring Prince George successfully attracts and hosts sport events and meetings which are consistent with the goals of the Tourism Prince George Meetings, Conferences, Sports & Events Strategy.

Duties and Responsibilities:

Sales & Marketing

- Implements the City-Wide Meetings, Conventions, and Sport Sales and Marketing Plan initiatives.
- Represents Prince George at trade shows, meetings and functions
- Develops and delivers verbal and written presentations to clients and stakeholders
- Focuses sales efforts on high yield target markets utilizing the Prince George Civic Centre and/or Prince George facilities that require multiple hotel guest lodging capacity
- Works closely with the Prince George Civic Centre sales team and Local Sport Organizations to prepare and present bids to organizations to book events
- Solicits and coordinates hotel and Civic Centre cost projections and organizes facilities packages for meeting planners' consideration
- Creates and maintains client database and documents all sales activity
- Achieves goals of definite leads and room nights
- Develops and maintains professional relationships with clients through tradeshow participation, networking, direct mail, telephone and personal sales calls to promote Prince George and develop awareness of the destination
- Continuously builds database through solicitation of potential new clients
- Conducts follow up on leads received from trade shows and other sources, and responds to requests by sending/delivering requested information and assisting with special requests

TOURISMPG.COM



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- Attends pre & post-convention meetings and maintains ongoing communication with clients during their events/meetings
- Develops, coordinates and conducts site visits with clients showcasing facilities and attractions in Prince George
- Implements sales programs to bring events into Prince George, concentrating on low hotel occupancy times.
- Represents Tourism Prince George in a professional manner and is enthusiastic about promoting the city as a sport, meetings and conventions destination

Research

- Researches sales trends, the competition and sales opportunities in order to promote our venues effectively
- Uses assessment tools to evaluate local events and determine economic impact
- Sustains ongoing, tangible evidence of market penetration utilizing all sales tools and techniques
- Develops appropriate sales tools and pertinent marketing materials to attract

Qualifications:

- Degree in Marketing, Business Administration or related field
- Minimum of 2 years of experience in marketing or sales
- Excellent interpersonal and communication skills with various audiences (including writing, verbal, presentation and listening skills)
- Effective at connecting with industry and creating partnerships when and where relevant
- Proven ability to work with elected officials, governments, councils, agencies and other tourism industry stakeholders
- Exceptional organizational, project management and time management capabilities with a strong attention to detail
- Strategic and analytical thinker and ability to improvise and problem solve
- Advanced user of Windows and Microsoft products
- Proven ability to manage multiple projects and areas of responsibility
- Prior experience in destination marketing organization is an asset
- Experience working with CRM Software

Cultural Fit:

- Enjoys working in a team environment
- Ability to manage multiple projects and areas of responsibility
- Professionalism in all aspects of performance and presentation
- Commitment to quality and accuracy of work
- Ability to make strategic decisions that move the organization forward; effective goal-setting, action plans and evaluation of successes and failures

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Application Process:

Please submit your resume and cover letter with salary expectations to Tourism Prince George at kirk@tourismpg.com by **Friday, July 30th, 2021 at 4:30 pm**. We thank all candidates in advance for their interest; however only those short-listed will be contacted for an interview. No phone calls please.

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