



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 directly to the Director of Business and Destination Development, this position is responsible for coordinating the sport tourism, meetings and conventions and live events 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:

- Implements the City-Wide Conferences, Sport Sales, and Live Event marketing initiatives. Which includes working closely with the City of Prince George
- Prepares and delivers Tourism Prince George Sport bid packages and presentations in partnership with the City of Prince George and/or Local Sport Organizations
- Works with Tourism Prince George Marketing team to build and deliver effective Sport, Conference and Live Event Campaigns/Programs to build awareness of Prince George
- 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
- Solicits and coordinates hotel, meeting space and Civic Centre cost projections and organizes facilities packages for meeting planners' consideration. Including RFPs
- 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
- 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
- Attends pre & post-convention meetings and maintains ongoing communication with clients during their events/meetings

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- Coordinates and conducts site visits with clients showcasing facilities and attractions in Prince George
- Maintains active memberships in high priority industry associations/organizations including volunteer leadership roles
- Maintains and builds client database and documents all sales activity
- Keeps informed regarding partner's personal changes, product development, renovations, changes in management
- Represents Prince George at trade shows, meetings and functions in a professional manner and is enthusiastic about promoting the city as a sport, conference, and live event destination
- Supports the Director with corporate reporting and budget management
- Uses economic assessment models to evaluate local events and determine economic impact

Qualifications:

- Post-secondary education in tourism, marketing, advertising, Business Administration or an equivalent combination of education and experience
- Minimum of 2 years of experience in marketing, sales or project management
- Good knowledge/understanding of the tourism and hospitality industry
- Good knowledge/understanding of marketing, including social media and digital marketing
- Open and approachable personality with the ability to form positive working relationships with fellow team members, government officials, stakeholders, partners and residents
- Exceptional organizational, project management and time management capabilities with a strong attention to detail
- Willingness to work some evenings and weekends
- Willingness to travel for conferences, tradeshow and functions
- Advanced user of Windows and Microsoft products
- Prior experience in destination marketing organization is an asset
- Prior experience with SimpleView or other CRM program an asset
- Other duties and tasks as assigned

Cultural Fit:

- Enjoys working in a team environment
- 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



Additional Information

- Salary range of \$50,000 - \$55,000
- Three weeks paid vacation
- Extended Health Care
- Matching RRSP contribution plan up to 4% of salary
- Professional development opportunities

Application Process:

Please submit your resume and cover letter to Tourism Prince George at herman@tourismpg.com by Thursday, July 28th, 2022 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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