



## **SPECIALIST, BUSINESS DEVELOPMENT FULLTIME PERMANENT**

### **About Tourism Prince George**

Tourism Prince George Society operates as the destination marketing organization within the city of Prince George and is located on the unceded, traditional territory of the Lheidli T'enneh. Tourism Prince George is committed to supporting and promoting cultural connectivity and understanding with their host Nation, and other regional Nations while we move along the pathway to reconciliation. 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 creating and maintaining an inclusive workplace that welcomes, respects, and values diverse backgrounds, viewpoints, and abilities. As an equal opportunity employer focused on achieving a fully inclusive, barrier-free workplace, we are committed to removing barriers for underrepresented peoples, and support every employee to increase active engagement in the workplace.

### **Job Profile:**

Reporting to the Director of Business and Destination Development, the Specialist, Business Development role is responsible for the sport tourism, meetings and conventions and live events initiatives for Tourism Prince George. The position is ideal for an autonomous, independent decision-maker with strong collaborative focus that ensures Prince George successfully attracts and hosts events. An efficient problem-solver with strong accountability, the Specialist, Business Development role requires a flexible and adaptable self-starter with strong communication skills, who enjoys engaging stakeholders and the public while supporting event hosting. Committed to the quality and accuracy of their work, the Specialist, Business Development is able to make strategic decisions that move the organization forward, effectively set goals and develop action plans, and evaluate success or barriers to shift direction where needed.

### **Duties and Responsibilities:**

- Implements the City-Wide Conferences, Sport Sales, and Live Event marketing initiatives in collaboration with the Tourism Prince George Marketing team, to build awareness, promote participation and drive tourism in 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
- Builds Event Support Agreements in support of Prince George's new, expanding and signature live events
- Monitors and reports on target markets utilizing the Prince George facilities that require multiple hotel guest lodging capacity through facilities packages, site visits and RFPs
- Represents Prince George at trade shows, meetings and functions in a professional manner consistent with Tourism Prince George enthusiasm in promoting the city as a sport, conference, and live event destination

TOURISMPG.COM



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# PRINCE<sup>BC</sup> GEORGE

## TOURISM

- 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
- Maintains active memberships in high priority industry associations/organizations including volunteer leadership roles
- Maintains and builds client database and documents all activity
- Keeps informed regarding partner's personal changes, product development, renovations, changes in management
- Supports the Director with corporate reporting, data tracking and document development
- Uses economic assessment models to evaluate local events and determine economic impact

### Qualifications:

- Post-secondary education in tourism, marketing, Business Administration with a minimum of two (2) years' experience in marketing, sales and/or project management; or an equivalent combination of education and experience
- Strong knowledge/understanding of the tourism and hospitality industry
- Strong knowledge/understanding of marketing principles
- Exceptional organizational, project management and time management capabilities with a strong attention to detail
- Proficient use in Microsoft Office applications; experience in other programs related to marketing or digital document development considered an asset
- Prior experience in destination marketing organization is an asset
- Prior experience with SimpleView or other CRM program an asset
- Valid Class 5 Driver's License
- Other duties and tasks may be assigned as position evolves

### Employment Details:

- Full-time, Monday to Friday role, with some requirements for evenings or weekend work due to event schedules
- Some travel required for conferences, tradeshow, functions and events
- Additional benefits include flexible and remote work arrangements, cell phone coverage, extended health and dental, and RRSP matching
- Integrated team environment, with close collaboration between departments
- Salary range \$50,000.00 to \$60,000.00

Candidates are invited to submit their resume and cover letter to Tourism Prince George for the Specialist, Business Development to Sarah Kirk at [kirk@tourismpg.com](mailto:kirk@tourismpg.com) by March 31, 2023. 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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