



JOB DESCRIPTION

Sales Operations Coordinator, Meetings & Conventions

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

Tourism Calgary is seeking a dynamic and detail-oriented Sales Operations Coordinator to join our Meetings & Conventions team. The primary focus of this role is to support the team in promoting Calgary as the premier destination for meetings, conventions, and incentive travel (MC&IT). The ideal candidate will play a key role in the tactical execution of our strategy, supporting the Business Development Directors, and serving as a vital link between MC&IT clients and Calgary's MC&IT community.

KEY RESPONSIBILITIES:

- **Simpleview (CRM) Management:** Develop, maintain, and analyze the Simpleview CRM. Ensure ongoing updates, augmentation, tracking, and reporting requirements associated with the database.
- **Support Business Development:** Assist the business development team through research, strategic positioning, and the creation of bid books.
- **Lead Coordination:** Communicate lead activity with hotel and venue partners to ensure seamless coordination and follow-up.
- **Market Research:** Conduct thorough research to identify and qualify potential business prospects across various markets.
- **Reporting:** Prepare detailed reports for analysis, including lead generation, conversion rates, and the associated economic impact.

- **Relationship Management:** Establish and maintain effective relationships with industry partners and clients to ensure successful execution of partnered initiatives.
- **Collaboration:** Work closely with the various departments within Tourism Calgary to align efforts and meet organizational goals.
- **Ambassador Role:** Act as an exemplary ambassador for Tourism Calgary at any external events.
- **Administrative Support:** Perform administration and other duties as assigned to support the overall function of the team.

QUALIFICATIONS

- **Education:** Degree or diploma in an appropriate discipline with 2-3 years of industry-related experience providing research, database management, and sales. Other equivalent combinations of education and experience may be considered.
- **Skills and Experience:**
 - An understanding of the needs and expectations of clients, as well as a strong knowledge of the products, services, and support available in Calgary.
 - Ability to work both independently and within a collaborative team environment.
 - Strong analytical skills and attention to detail.
 - Proficiency in CRM systems, particularly Simpleview.
 - Excellent research and strategic planning capabilities.
 - Strong communication and relationship management skills.
 - High level of organizational and multitasking skills.
- **Attributes:**
 - Highly motivated and results oriented.
 - Professional demeanor and excellent interpersonal skills.
 - Passionate about promoting Calgary as a top destination for meetings and conventions.

WORKING CONDITIONS

- This is a hybrid home/Calgary office position with three days in the office and two days flexible.
- Candidate must have private high-speed internet, quiet place to work.
- Equipment provided by Tourism Calgary.

APPLICATION PROCESS

Reply in confidence with a cover letter and resume by July 12th, 2024 to:

Roxanne Wideen
 Director, Human Resources
 Tourism Calgary
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.