

## Job Description

### Business Development Manager- Calgary Champion Program 12 – 18 Month Contract

#### 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 sport, culture, and major events.
- 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

The Calgary Champion Program is looking to fill a maternity leave to support the work of the Meetings and Conventions Division in securing more international conferences and events.

The Business Development Manager – Calgary Champion Program (referred hereinafter as BDM) is responsible for growing a network of active local professionals, academics, business leaders and local individuals who, through their own business or professional affiliations, want to support bringing an international event or conference to Calgary. The BDM is a team player who will also support the work of the Business Development Team attracting Meetings, Conventions, and Incentive Travel (MC&IT) business to the city.

This individual needs to harness the passion that Calgarians have for their city and turn them into potential lead generators for future international events that can come to Calgary and help grow opportunities for our dynamic city.

## **WHAT IS A CHAMPION**

A Champion is a professional member of an organization, association or group that actively works towards securing future conferences or events for Calgary. Champions for Calgary promote the city, showcase their work, and profile their organization. They are recognized by the city for their positive impact on business events and the local economy. A Champion plays a key role in identifying and attracting potential events through their expertise, influence, contacts and passion for their industry and Calgary.

## **KEY RESPONSIBILITIES**

- Research new business opportunities for Calgary, by identifying a Champion affiliated with the business or sector to generate new leads that will produce RFPs for the Calgary market for international conferences or events.
- Take existing new leads and RFPs from the team and find Champions related to the business or sector of the event to support winning the business for the market.
- Align strategies with the Meetings & Conventions Business Development team to prospect new business opportunities with the support of a potential Champion.
- Work closely with industry partners like BMO Event Centre, Calgary TELUS Convention Centre, Calgary Economic Development, Post Secondary Institutions, Destination Canada, among others, to engage potential Champions from the economic sectors that Calgary supports.
- Work closely with industry partners PCMA, MPI, ASAE, CSAE and ICCA to collaborate and take advantage of membership within each organization to connect with potential Champions.
- Collaborate with the Business Development Director – Calgary Champions Program – and other members of the Tourism Calgary team to refine strategy and brand development of the Champions Program elevating the profile of meetings and conventions to create excitement and interest in bringing events to the city.
- Support the communications / marketing efforts to boost awareness for the Champions Program to recognize and profile successful champions showcasing the work they do and their impact on their sector as well as help encourage others to step up and be part of our program.
- Actively pursue opportunities to present the Calgary Champions Program to businesses, universities or associations that have potential to identify

individual Champions that could amplify our solicitation strategy to secure major international conferences and events.

- Provide ongoing support to the Champions during the onboarding, bidding, booking, and hosting phases for international conferences and conventions.
- Expand the Champions Network and help organize meetings to share best practices, information, and contacts, supporting Champions to create successful bids and hosting best practice for future events.
- Assist the Meetings & Conventions Team with client site inspections, familiarization trips (FAMs), tradeshow, conferences and other duties as assigned to help prospect and secure more confirmed business events for the destination.

## **QUALIFICATIONS**

- Post-secondary education in a related discipline of sales, marketing, tourism, hospitality management, public relations, industry advocacy with a proven track record of sales growth achievements, market capture and brand development.
- Minimum of 3 years industry sales and marketing experience. MC&IT segment experience would be considered an asset.
- Proven track record of building new relationships that lead to opportunities.
- Knowledge of Calgary's hospitality products and services, experience in Calgary Economic Development sectors, and understanding of venue infrastructure.
- Possess extensive connections throughout multiple economic sectors; academic; governmental; and both local and international.
- High energy, positive, self-motivated, outgoing personality with the ability to work both independently and within a collaborative team environment.
- Superior organizational, interpersonal and communication skills with extremely well-developed presentation and public speaking skills.
- Knowledge of technical applications, Microsoft Office and CRM applications including Simpleview.
- Availability to work some irregular hours and weekends as required.
- Ability to travel domestically and outside of Canada, maintain a current passport.

### **WORKING CONDITIONS**

- The candidate must be available to work in the Tourism Calgary office the majority of the time, however a flexible hybrid home/office work schedule may be available.
- Equipment provided by Tourism Calgary.

### **APPLICATION PROCESS**

Reply in confidence with a cover letter and resume by November 15<sup>th</sup>, 2024, to:

Roxanne Wideen

Director, Human Resources

Tourism Calgary

[roxanne@tourismcalgary.com](mailto: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.