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[visitcalgary.com](http://visitcalgary.com)



## JOB DESCRIPTION

### **Manager, Sport & Business Event Marketing 12 – 18-month contract position**

#### **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**

Reporting to the Director, Marketing, this role is embedded within Tourism Calgary's Marketing department, Sport, Culture & Major Events department, and Meetings & Conventions department.

The Manager, Sport & Business Event Marketing acts as the point person between the sales and marketing teams, establishing the overall B2B marketing strategy and providing executional support to sales teams. This role plays a key part in attracting Meetings, Conventions, and Incentive Travel (MC&IT) as well as Sport and Cultural events to Calgary, driving attendance and overall visitation for the destination.

This role will have 2 direct reports, the Specialist, Business Event Marketing and the Specialist, Sport Event Marketing.

With the recent launch of the BMO Centre expansion, Calgary is now the largest convention destination in Western Canada. Combined with a civic focus on enhancing Calgary's reputation as an eventful city, Calgary is positioned to dramatically grow our visitor economy by attracting major sport and business events. This role provides an exceptional opportunity to help create economic and social benefits for the community and to help shape Calgary's future as a top tier event city.

#### **KEY RESPONSIBILITIES:**

- Develop annual multi-channel marketing plans in conjunction with the unit Specialists and marketing and sales departments aimed at attracting, securing, and supporting sport and business events for the city.
  - Working closely with Travel Media, Digital, Content, Paid Media, and social teams as well as agency partners in executing marketing plan elements.

- Collaborate with sales teams on ideation and execution of annual Business Development and sales show activations.
- Prepare and present quarterly and annual reports for internal and external stakeholders.
- Manage and work collaboratively with the Specialist, Sport Event Marketing, and marketing team to support in development, execution, measurement and reporting of Sport event-specific marketing programs.
  - Work with event organizers to fulfill benefits and obligations laid out in our agreements and contracts.
  - Liaise with external and internal teams to identify key marketing and promotional opportunities. Marketing program objectives will include advancing Calgary's brand, increasing attendance, and activating in our community.
- Oversee development of all marketing and sales assets and collateral in conjunction with Brand team.
- Collaborate with sales teams on all marketing and sales activities to ensure consistency and alignment with brand and messaging.
- Manage key stakeholder, partner, and industry association relationships.

#### **QUALIFICATIONS**

- Degree or diploma in an appropriate discipline (i.e., sales, marketing, tourism, hotel/hospitality management, digital) with a minimum of 5 years of related marketing experience.
- Experience in a B2B marketing role that demonstrates strong ability to drive leads and close business.
- Detail orientated and highly organized with the ability to manage projects from inception to completion, prioritize, and meet and maintain deadlines with proven success record.
- Exceptional relationship management skills.
- Adaptive and resourceful with a hunger to flourish in a fast paced and ever-changing environment.
- Excellent communication skills, verbal and written.
- Excellent creative, strategic and problem-solving aptitude with the ability to work well independently or as a member of a team or group.
- Knowledge of the sports, MC&IT and/or tourism industry considered an asset.
- Experience with Adobe Creative Suite considered an asset.
- Must be computer literate, strong knowledge of database management, social media platforms and Microsoft Office.

#### **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 **October 25th, 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.