

Job Description

Account Manager Sport, Culture & Major Events

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

Tourism Calgary is seeking a dynamic, driven sales professional that is motivated to secure cultural and sporting events for Calgary that will drive out of town visitation and support the visitor economy. As a member of the Sport, Culture and Major Events team at Tourism Calgary, this sales professional will help build Calgary as the Ultimate Host City with a year-round calendar of events that engage our community and showcase Calgary's active lifestyle, diverse population, and natural beauty.

The Account Manager, Sport, Culture & Major Events role will report to the Executive Director, Sport, Culture & Major Events and is responsible to identify qualified leads and converting them to definite business through prospecting, relationship development, bid submissions and negotiations. The role requires a candidate to manage multiple accounts, deliver against tight deadlines and thoroughly understand the sales cycle to be successful in this role.

KEY RESPONSIBILITIES

- Generate qualified cultural and sport event leads and convert them to definite business. Achieving targets for the market segment in the number of contracted events, qualified leads, hotel room night generated and overall economic impact.
- Be the primary contact for the event right holder to ensure their event is successful in Calgary so they will return in the near future.
- Lead the development and execution of event bid programs directly or through the coordination of working bid committees or local organizing committee.
- Represent the department at annual sport tourism conferences, marketplaces and additional sales related travel as directed.

- Build event capacity through working directly with local champions to develop bid programs. Requirements include bid document support, site inspections, sourcing of accommodation and facilities and knowledge of grant funding opportunities.
- Keep informed on national competition in terms of sales, business-to-business marketing, and trends of tourism, sport tourism and cultural events.
- Be an ambassador at Tourism Calgary events and other various client functions for the purpose of business development.
- Collaboration within the department and the entire Tourism Calgary team to achieve the goals and objectives of the organization.

QUALIFICATIONS

- Post-Secondary education in Tourism, Business or equivalent
- Experience in tourism, cultural tourism, sport tourism and/or the event industry will be considered an asset.
- Previous sales and account / relationship management will be considered an asset.
- Excellent creative, strategic and problem-solving aptitude with the ability to work well independently or as a member of a team or group.
- Strong time and project management expertise with an ability to prioritize, meet, and maintain deadlines.
- Proficient in verbal and written communication with an acute attention to detail. Face to face presentations will be required.
- Must be computer literate, strong knowledge of database management, including Simpleview and Microsoft office applications.

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 while working from home.
- Equipment provided by Tourism Calgary.

APPLICATION PROCESS

Reply in confidence with a cover letter and resume by November 22, 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.