

# THE INTERNATIONAL CENTRE

## Job Description- Non-Management

**Position Title:** Sales Manager, Conventions and Events

**Department:** Sales & Marketing

**Reports To:** VP, Sales & Marketing

**Date:** March 14, 2022

### **Job Summary**

The Sales Manager, Conventions and Events, is primarily responsible for directing sales efforts in the sourcing of new booking opportunities, closing sales and the execution of contracts for the Conventions and Events Market so as to achieve organizational goals and objectives; and, both individual and team targets. Soliciting and developing new business on a local, provincial and national scale through various platforms while promoting the Convention Centre property, the Sales Manager will also engage in sourcing and procuring existing events within the marketplace through strategic knowledge of competitive venues.

This role requires prospecting, qualifying incoming sales inquiries, conducting site inspections, sales presentations, and the preparation of customized proposals for potential new clients. Additional functions include the management of existing accounts and maintaining positive business relationships, renewal of license agreements and participation in professional industry-related associations.

Previous sales experience in convention centres and/or banquet and meeting facilities is an asset. This position does not directly supervise any staff.

### **Duties and Responsibilities**

- Ensures the successful achievement of the Centre's short and long-term sales goals and objectives
- Manages and services existing accounts while maintaining positive business relationships for repeat business and opportunity for organic growth
- Identifies business opportunities by sourcing prospects, and implementing sales process required to secure the business
- Negotiate terms of an agreement and closing sales
- Efficiently reserve and utilize function space to maximize revenues and occupancy
- Create detailed proposal documents, often as part of a formal bidding process dictated by the prospective customer and tourism boards
- Follow departmental policies and procedures

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- Plans and organizes daily work schedule to call on existing or potential prospects
- Keeps management informed by submitting sales activity and results reports, such as daily call reports, monthly work plans, and prospective business reports
- Monitors competition and identifies opportunities by remaining current on industry trends, market activities, and competitors
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in industry-related professional societies
- Represent the organization at trade exhibitions, events and industry functions to increase patronage
- Successfully prepare and issue license agreements, with appropriate follow up on required documents and deposits
- Source and secure appropriate space requirements for conventions and events in EBMS (scheduling software system) for current and future years
- Input and maintain CRM database for all assigned accounts and events
- Participate in sales meetings by discussing new business potentials in addition to any issues pertaining to current clients
- Acquire in-depth knowledge about the International Centre facilities, space, services and suppliers
- Liaise with key operating departments including, but not restricted to, Food & Beverage, Client Services, and Service Providers (décor, audio visual, etc.)

## Sales Manager Skills

- Detail oriented and strong ability to accommodate and adjust to tight time lines
- Excellent communication, verbal, and articulation skills
- Ability to understand and navigate through legal documents
- *Other:* Meeting Sales Goals, Negotiation, Account Management & Customer Service; Sales Planning, Building Relationships, Market Knowledge, Prospecting Skills, Negotiation, Self-Confidence, Product Knowledge, Presentation Skills, Client Relationships
- *Teamwork:* Works cooperatively with others in the accomplishment of joint tasks and common objectives. Contributes to a positive work environment, fosters collaboration and provides a tangible contribution
- *Customer Focus:* dedicated to meeting and/or exceeding the expectations and requirements of internal and external customers
- *Communication:* Strong listening and interpersonal skills

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## Working Conditions

- Must be willing to attend trade shows and corporate & social events; therefore weekend and evening work will be required occasionally.
- Ability to work days, evenings, weekend, and holidays when necessary
- Work will be conducted in an office setting
- Will sit at a computer for moderate lengths of time

## Job Specifications and Qualifications

- Previous Sales experience and/or similar role in a Conference Centre, Convention Centre or full service hotel and/or meeting facility space a definite asset
- Prior or existing experience working with Conventions and Events an asset
- 2+ years relevant Sales Experience preferred
- Catering Sales Experience and/or F&B knowledge in the sales process an asset but not required
- Ability to develop effective working relationships with staff, peers, and industry colleagues/contacts in a team environment
- Experience with and at ease with prospecting new business
- Knowledge of Hospitality, Tourism and Event Industry is a definite asset
- Candidates should have excellent proficiency with Microsoft desktop applications and effective time management skills
- Experience with event based software application preferred
- Requires independent thinking and proven self-starter with sales lead experience
- Excellent interpersonal, customer service, communication and problem solving skills are required
- Advanced skills with MS office: Outlook, Excel, Word and Powerpoint

If you're interested in this position and have the qualifications listed, please send your resume to [careers@internationalcentre.com](mailto:careers@internationalcentre.com), **no later than April 6, 2022** for consideration.

Disclaimer: This job description is not intended to be all inclusive. The International Centre reserves the right to revise or change job duties.