



## **In Market Business Development Lead**

### **Full Time – Long Term Contract**

Tourism Saskatoon is seeking an In Market Business Development Lead with a passion for people and a flare for sales.

As the internationally accredited destination management organization for Saskatoon, we promote our city as the destination of choice for authentic Saskatoon experiences. By telling the story of our city, we inspire associations and corporations to book their business events in Saskatoon. The In Market Business Development Lead plays a leading role in making this possible.

#### **Position Summary:**

As the In Market Business Development Lead (IMBD), you will implement the sales process from lead development through to successful conversion, working as the liaison with our clients and Saskatoon partners. You will maintain, build, and grow our client base through solid relationship sales strategies.

This position requires strong ties to the business event community and experience as both a planner and a seller. The IMBD must be in the primary market region of Ottawa. Participation in local event industry networking and education events is a key component of this contract.

Creativity and leadership skills are essential as you conceptualize, manage, and execute in-market and Saskatoon based initiatives for client events, tradeshow, sales missions, sites and FAMs ensuring initiatives are well aligned with the Tourism Saskatoon brand and move our destination promotion strategy forward towards lead conversions.

Exceptional communications skills and attention to detail are essential to ensure accurate and current client data is maintained in the CRM and informative bids are created to facilitate collaboration with the business development team.

#### **What You'll Need:**

Experience in the Business Event market and event management

- An existing network of key association and local connections
- Knowledge of the tourism and/or Business Event and Sport Tourism industry
- Strong understanding of MS office applications, CRM's and efficient database management
- Service-oriented with a strong customer focus
- Excellent communication and organizational skills
- Knowledge of Saskatoon's business event facilities and venues is an asset
- Bilingualism is an asset but not mandatory
- Ability to travel throughout Canada and Saskatoon representing Tourism Saskatoon at industry events, site visits and FAM tours.

## **What You'll Do:**

### **Destination Sales**

- Generate leads through researching, qualifying, and developing business event, incentive and sport tourism opportunities
- Participate in local associations' networking and education events, PCMA, MPI and CSAE
- Coordinate, manage and execute in-market initiatives for client events and tradeshow
- Communicate with stakeholders/partners and clients in the BID process on behalf of Tourism Saskatoon
- Work with Tourism Saskatoon to assist in the coordination of Sites & FAMS in Saskatoon
- Ensure all market lead communications and updates are current in CRM (Customer Relationship Management) system and Bid site
- Provide monthly market intelligence report of trends and leads to Director of Business Events

### **Other Information**

- This contract is based within the Ottawa area
- Contract Status: 35 hours per week
- This contract will require evening and weekend work, and approximately 4 -8 business trips per year.

### **Apply with cover letter and resume by October 15, 2021**

Please submit your cover letter and resume in confidence by email to [cschierling@tourismsaskatoon.com](mailto:cschierling@tourismsaskatoon.com)

***We thank all applicants for their interest but only those being interviewed will be contacted. Any information submitted will be managed with the strictest of confidentiality.***