

**SCHEDULE "A"**  
**TOURISM VANCOUVER**  
**METRO VANCOUVER CONVENTION & VISITORS BUREAU**  
**POSITION DESCRIPTION**

**IDENTIFICATION**

Position Title: Sales Associate, Leisure Travel, Europe & South Pacific

Division: Leisure Travel

Reporting to: Manager, Sales & Market Development, Leisure Travel, Europe & South Pacific

Date Prepared: August 16, 2016

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**POSITION SUMMARY**

The Sales Associate will work as part of the Leisure Travel sales team with a shared responsibility to ensure all aspects of market development and sales targets for this territory are accomplished to the highest standards. The Sales Associate will work with the Manager and is expected to make an ongoing contribution to achieving the goals, objectives and targets.

Reporting to the Manager, Sales & Market Development, Leisure Travel, Europe & South Pacific, this position will deliver sales and market development services and results in conjunction with the Business Plan for the designated market. Responsibilities will focus on leading initiatives in the retail sector, managing a database of key clients for the team, processing business leads and referrals on behalf of the tourism supplier community and delivering a high standard of customer service to clients, partners and Tourism Vancouver members.

**POSITION RESPONSIBILITIES**

The Sales Associate, Leisure Travel, Europe & South Pacific is responsible for assisting the Manager to achieve results in the following areas:

- Lead initiatives in the travel trade sector to develop and strengthen long-term relationships with key retail travel agencies, tour operators, wholesalers and receptive tour operators that will build incremental overnight business to Vancouver.
- Ensure the database of clients/key accounts in the relevant markets is maintained and kept current and in a manner consistent with standard procedures.
- Facilitate and deliver presentations to clients and association members in-person as well as in webinar format (live and pre-recorded).
- Prepare for the Manager to attend tradeshows and oversee follow-up that results from attending these events including data entry in SimpleView (CRM), processing of business leads and referrals and related follow-up.
- Participate in local trade shows and attend local Tourism Vancouver member events as needed.
- Assist with the coordination of supplier site inspections and destination familiarization tours with the Manager, including planning and itinerary development, contracting suppliers, budget controls, hosting, implementation and client follow up.
- Assist with the coordination of cooperative marketing projects including the receiving and reporting of results.
- Responsible for incremental lead development; ensure sales leads are quickly and efficiently distributed and responses prompted.

- Provide administrative support for the market including assisting in fulfilling and servicing orders from general inquires, mail out projects, assembling information for kits, managing collateral and stock levels.
- Assist the Sales Associate team with the development of bi-annual New Product Guide; circulate to Key Accounts, airlines, and industry partners such as Destination Canada, Destination BC, provincial DMOs' and travel agent accounts.
- Assist with writing and distribution of internal e-newsletter, Vancouver Specialist Program developments including content updates and development of agent incentives and promotions in designated market(s).
- On a quarterly basis, communicate destination and new product updates to Key Account operators and industry partners such as Destination BC, airlines, partner DMO's and travel agents.
- Assist the Manager(s) with initiatives in emerging and niche markets.
- Assist in the preparation of reports for the market including monthly Sales & Market Development reports, budgets and Key Account data.
- Maintain a monthly budget tracking report of all expenditures.
- Participate in trade shows, attend local trade events, deliver presentations to association members and clients, conduct sales at client offices.
- Ongoing familiarity with trends, research, developments and challenges affecting designated markets.
- Undertake activities of the Manager(s) when she/he is out of town or away from the office and when necessary provide cross-over support to internal team members.

*Duties, responsibilities and market territory may be modified at the sole discretion of Tourism Vancouver, as the position develops in response to the changes or opportunities presented in the marketplace and/or the ongoing enhancement of Tourism Vancouver's market development programs.*

### **WORKING CONDITIONS**

Hosting familiarization tours which often requires evenings and/or weekends.

Attendance and/or assistance requested at occasional functions before or after regular work hours.

### **QUALIFICATIONS**

- Knowledge and experience in a similar role working with Travel Trade (Tour & Travel) in a sales and marketing capacity.
- Working knowledge of local tourism industry supplier product and experiences (Tourism Vancouver members) including accommodation, attractions, transportation/sightseeing, arts and culture, restaurants, festivals and events etc.
- Proven ability to deliver effective and informative presentations, including webinar training seminars (live and pre-recorded) and destination training seminars.
- Demonstrated excellent oral and written communication skills.
- Possess a high level of maturity, diplomacy and judgment regarding decision-making.
- Possess a positive attitude, be highly motivated and a proven ability to take initiative.
- Able to make sound decisions, meet deadlines, take direction, and pay attention to detail.
- Committed to delivery of high level of customer sales and service.
- Ability to work well independently yet cooperatively with others.
- Must have strong technology and overall administrative skills including sound working knowledge of Microsoft Office including PowerPoint, CRM systems and database concepts.
- Ability to communicate in French and/or German is an asset however not a requirement.
- Passion for Vancouver as a destination is a must.
- Post-secondary education in a relevant or equivalent post-secondary program or experience in business and/or tourism related field.