

Regional Sales Coordinator – Winnipeg Brandon First Inc.

Job Brief:

The Regional Sales Coordinator will be responsible for recruiting meetings, events and conventions that generate overnight stays to host in the city of Brandon. This role will foster and promote awareness of the city of Brandon, its tourism product and its community values within regional, provincial and national markets.

The Regional Sales Coordinator will foster relationships with event rights holders, community groups and organizations with the capacity to host events, and organizations or individuals who play a significant role in event acquisition or execution.

Reporting to the Executive Director, the Regional Sales Coordinator will be based in Winnipeg but have the expectation of periodic travel.

Position Duties:

Sales and Cultivating Relationships

- Solicit and recruit existing or potential events that generate overnight stays to elect to host their event in Brandon
- Develop relationships with regional event decision-maker communities (education, government, sport, community event, business leadership, etc.)
- Participate in industry and trade conferences to encourage groups to host their events in Brandon and raise awareness of Brandon's competitive hosting advantages
- Proactively solicit introductory meetings with a diverse cross-section of community resources to ensure event recruitment and/or creation in Brandon remains top of mind
- Act as an ambassador to Brandon to internal and external stakeholders, audiences and organizations

Bids and bidding process

- Develop capacity and interest within event communities regionally to bid for meetings, conventions and events to come to Brandon
- Liaise with and advise event organizers regarding Brandon's hospitality capacity (accommodations, facilities, catering, etc.)
- Assist organizations in bid creation and quality for Brandon bids, as required

Planning and Reporting

- Acquire and maintain records and contacts of events with the potential to host in Brandon
- Utilize an information management system to track, solicit, book and follow up on accounts, preparing reports as needed
- Provide regular feedback to the organization about emerging trends, opportunities and systemic barriers to success being encountered

Community Familiarity

- Maintain current and detailed understanding of Brandon's hospitality capacity (accommodations, facilities, catering, etc.)

Support to Event Recruitment & Representation of the Organization

- Attend events representing the organization when appropriate or valuable from a scheduling, financial and geography perspective
- Pursue proactively-generated and office-generated event files
- Attend conferences and tradeshow as a Brandon First ambassador and support to the sales delegation when budget and need dictate
- Assist events with accommodation tax grant applications and bid submissions, ensuring where possible that events get connected with the community resources that they require and that opportunities for future events or event expansions are identified and followed up on
- Occasionally act as Brandon First primary office point of contact when staffing constraints require
- Refer media inquiries and other sensitive requests for comment or position to the appropriate organizational contact

Miscellaneous

- Participate in special projects aligning with Brandon First's goals of recruiting and promoting event tourism activity as directed by the Executive Director (where applicable)
- Other duties as assigned

Ideal Position Qualifications:

- Minimum of 2-5 years sales experience, or equivalent experience
- Significant familiarity with hospitality, conferences and events
- Strong community relationships, especially in the government, agriculture, sport, business and meeting sectors
- Broad familiarity with Brandon and its hospitality and event product
- Completed post-secondary education in the Hospitality, Tourism or Business sectors, or equivalent experience

Compensation Package

Full Time Position (Based on 37.5 hours/week)

Annual Salary – \$40,000 to \$50,000 depending on qualifications, experience and contacts.

Additional Benefits – After successful completion of probation - RRSP matching up to 1% of salary, eligibility to participate in the Employee Benefits program.

This position includes a budget for professional development and authorized travel related expenses are reimbursed.