

CITY OF HAMILTON

PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT (TOURISM & CULTURE DIVISION - LOCATION – 28 JAMES ST. N.)

TOURISM PRODUCT DEVELOPMENT SPECIALIST – CONVENTION SALES

SUMMARY OF DUTIES

Reporting to the Manager of Tourism and Creative Industries, the Tourism Product Development Specialist – Convention Sales is responsible for increasing tourism to the City of Hamilton by soliciting and servicing local, regional, provincial, national and international conventions and meetings by soliciting support of association executives and local ambassadors/members. Primary focus on multiple property bookings – 300 + hotel rooms and the use of the Convention Centre and/or an equivalent meeting facilities in Hamilton. Manage and establish networks and support systems for the servicing of the Convention and Meeting sector/delegates. Creates and administers programs which will significantly contribute to Hamilton's economic base by increasing visitations to Hamilton.

GENERAL DUTIES

Develop conventions and meetings actively, principally from Ontario and Canadian associations, by soliciting support of association executives and local members to attract clients to Hamilton. Primary focus on multiple property bookings - 300+ hotel rooms and the use of the Convention Centre and/or equivalent meeting facilities in Hamilton.

Responsible for implementing local awareness promotions directed at local member(s) of Provincial, Canadian and internationally-based organizations.

Travel outside City to call on accounts, attend prospective conventions to make presentations to Board of Directors.

Attend extensive sales missions, trade shows and conduct marketplaces – i.e. CSAE, MPI

Format, qualify and disseminate leads to local tourism partners

Organize and accompany prospective meeting organizers on inspections of hotels and related convention facilities in our community, ensuring that the client receives the best impression of our City.

Participate in Canadian Tourism Commission, and Ontario Ministry of Tourism and Recreation sponsored sales promotions.

Research, write and follow up bid documents, maintaining a high degree of confidentiality

Write reports, including return on investment reports

Implement special promotional programs

Responsible for convention sales budgets

Liaise with hotels, University conference co-ordinators and convention facilities, encouraging participation in Hamilton sponsored sales promotion activities.

Facilitate the organization of conventions and provide services to clients.

Carry out research and studies to devise new marketing programs.

Responsible for tracking the results of promotions, sales missions and conversion of leads to sales in IDSS, the Customer Resource Management System for Tourism.

Responsible for tracking results of events through materialization and post-event evaluation surveys, provide quarterly reports and updates to the staff team and management.

Performs other duties as assigned which are directly related to the normal functions of this position.

QUALIFICATIONS

1. Previously related work experience normally acquired through the completion of a University Degree in Business Administration or equivalent education and related work experience. A minimum of 5 - 10 years progressive experience in sales, servicing and marketing of conventions and meetings.
2. Excellent verbal and written communication skills, with the ability to communicate appreciatively and effectively with all levels of staff, management, public/private sectors and the public
3. Acute sense of confidentiality and judgement required
4. Must be proficient in Business English, modern office practices and procedures
5. Demonstrated excellent in customer based service delivery with an acute sense of confidentiality and judgement.
6. Excellent organizational and time management skills with demonstrated ability to plan and organize work, set priorities and meet deadlines. Must have excellent problem solving and negotiation skills and be able to multi-task in a team environment.
7. Must possess initiative, good judgement and the ability to mentor and lead junior staff, volunteers and students
8. Must related readily to the public and outside agencies, have a pleasant manner, have initiative and the ability to carry out instructions without detailed direction
9. Demonstrated ability to coordinate, assign and review work of junior staff under the direction of the Manager
10. Must be able to work independently on complex projects and coordinate activities with other parts of the organization to promote smooth and efficient communications and information flow
11. Experience in a computerized environment including Word, Excel, Microsoft Outlook, Powerpoint and Customer Resource Management systems
12. Must possess a Class "G" Driver's License valid in the Province of Ontario and be able to maintain same.
13. Provision of a vehicle for use on the job.
14. Demonstrated progressive experience in marketing, sales and servicing of conventions and meetings.
15. Must be willing to work a flexible work schedule including some nights and weekend.

THIS POSITION REQUIRES A VALID CLASS "G" DRIVER'S LICENCE AND PROOF THEREOF IS REQUIRED AFTER HIRE.