

## Job Description: Events Sales Manager

Reports to: Director of Marketing and Sales  
As of Date: April 1, 2024

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As the Destination Marketing and Management Organization for Cape Breton Island-Unama'ki, Destination Cape Breton is dedicated to driving year-round and sustainable growth for the Island through destination marketing, tourism product development and overall destination development consistent with the 2030 Vision in the #RiseAgain2030 Destination Development Strategy.

### Position Overview:

The Event Sales Manager will perform sales and promotional efforts designed to attract incremental events – sporting, cultural and business – to Cape Breton Island-Unama'ki, with an emphasis on events that occur in the shoulder and winter seasons. This will include promoting Cape Breton Island-Unama'ki as an event destination to regional and national marketplaces and implementing sales, promotional plans and strategies to win the business of various groups, from national sporting organizations and regional associations to governments at all levels.

### Essential Job Functions:

- Identify and manage accounts and achieve sales goals by building relationships with sport organizations, meeting and event planners, travel managers, national organizing bodies, procurement managers and third-party companies, locally, regionally and nationally in targeted markets.
- Implement strategies and initiatives to generate future new event business that capitalizes on the destination's inherent strengths and assets.
- Educate and promote Cape Breton Island-Unama'ki as an event destination to potential clients.
- Develop and maintain relationships with Cape Breton Island-Unama'ki event partners, including sport venues, cultural venues, meeting venues, accommodations and ancillary partners.
- Develop comprehensive action plans to accomplish the objectives of Events Cape Breton Island; update as needed according to market changes or other dynamics.
- Maintain records and reports; Develop leads, correspondence, and follow-up through coordinated marketing efforts within Destination Cape Breton's customer relationship management (CRM) platform.



### **Other Duties and Responsibilities:**

- Organize and execute familiarization tours, client events and tradeshow in assigned markets.
- Organize and schedule individual appointments on sales missions.
- Travel for sales calls, industry tradeshow and membership organizations required throughout the year.
- Perform sales prospecting, client development, lead production and maintenance of CRM; Process and follow-up on other resourced leads (i.e., third-party leads).
- Participate and generate new business lead opportunities through industry events/tradeshow, sales calls and networking.
- Communicate on an ongoing basis with clients, hotels, and other Cape Breton Island-Unama'ki venues to secure and close business.
- Effectively manage individual travel budget and report all expenses in a timely and accurate manner within Destination Cape Breton policy guidelines.
- Represent Cape Breton Island through active involvement in industry organizations (locally and out-of-market). Work closely with internal departments to deliver client-specific needs per event, including volunteer coordination, sponsor prospect recommendations and other market-specific needs.
- Provide account updates, trip reports and sales activity reports to the Director on a regular basis.

### **Qualifications or Relevant Experience**

- Post-secondary degree, or equivalent, in a related field of study is preferred.
- A concentration in sales and marketing management, event management and/or hotel/tourism/hospitality would be beneficial.
- Minimum of 3 years experience in a relevant role.
- Knowledge of sales principles, processes, methods and practices.
- Knowledge of client cultivation and account management methods and techniques to assess client/prospect viability and determine appropriate resources necessary to develop relationships and secure client's business.
- Knowledge of the events industry.
- Ability to work independently with minimal supervision as well as collaboratively as part of a team.
- Must possess excellent written and oral communication skills.
- Strong organization skills, attention to detail, multi-task proficiency, initiative, high standard of ethics and confidentiality and the ability to adapt to a fast-paced work environment required.
- Flexible and able to adjust to changing conditions and circumstances.
- Good working knowledge the Apple computing environment, Microsoft Office software, Google Calendar/Docs and the ability to learn new programs specific to the sales role.
- A positive, solution-oriented and professional attitude.
- Proactive, self-motivated and results-focused.
- Must be available to travel as required to meet sales goals, including internationally if required.



**General Responsibilities:**

- To adhere to the Destination Cape Breton policies in all activities, and to actively promote the organization and destination wherever possible.
- To be responsible for their own safety and that of their colleagues.
- To undertake such other duties as may be reasonably expected.

**Salary and Benefits:**

- The salary will be commensurate with the stated qualifications and relevant experience and is expected to be in the range of \$70,000 to \$80,000.
- Benefits will include 3 weeks of vacation, a health and dental package and a matching RRSP program.

**Equity, Diversity and Inclusivity:**

Destination Cape Breton is located in Unama'ki, one of the seven districts of Mi'kma'ki, the unceded and ancestral territory of the Mi'kmaw People. As a leader in the tourism sector on Cape Breton Island, we strive to foster and maintain a diverse, inclusive, and equitable work environment where all individuals are respected, valued and empowered to reach their full potential. We are committed to creating a culture that recognizes and embraces the unique differences and similarities of our employees, customers, and partners, and leverages these differences to drive innovation, growth and success. We pledge to actively seek out and include diverse perspectives in our decision-making and to take action to address any forms of discrimination, bias and inequality that may exist within our organization. As a leader in the tourism sector, we will continuously learn, grow and work toward creating a workplace and customer experience that is inclusive for all.

*NOTE: This job description is not intended to be all-inclusive. The employee may be required to perform other related duties to meet the ongoing needs of the organization.*

