

DESTINATION GREATER VICTORIA

Job Description – Business Events Manager

Title

Business Events Manager

Reports To

Executive VP, Sales and Business Development

Overview

The Business Events Manager oversees the operations of the Business Events unit. This position drives the lifecycle of sales leads, revenue growth, and increasing visitors to Greater Victoria through the direct impact of the Meetings sector. This role encompasses leading planning and execution of tradeshow, familiarization trips (FAMs), site visits, and client events. Leveraging their in-depth knowledge of our destination, the Business Events Manager will actively promote Victoria's meetings and events industry, with the goal of driving new business opportunities and enhancing our competitive positioning.

Job Duties

- Leads day-to-day project management, driving departmental initiatives and ensuring alignment with strategic goals.
- Cultivates and manages relationships with member businesses and stakeholders, creating and enhancing beneficial partnerships for mutual success.
- Collaborates with the Executive VP of Sales and Business Development to prepare annual business plans, Board reports, and other critical documents, providing actionable insights and recommendations
- Develops, monitors, and manages the departmental budget, including oversight of purchase orders and invoice processing.
- Manages contractors on departmental projects, ensuring alignment with project goals and organizational standards.
- Work with team to develop strategies and marketing campaigns to drive sales and meet objectives.
- Drives the planning and execution of tradeshow and client events, ensuring alignment with organizational objectives and effective resource utilization.
- Leads the development of itineraries and coordinates all aspects of familiarization (FAM) tours, including member and supplier engagements, logistical arrangements, and overall execution.
- Participates in FAM tours and site visits.
- Manages and strengthens relationships with industry partners to enhance collaboration and achieve organizational objectives.
- Lead presentations and meetings with clients and stakeholders.
- Manages the CRM database to ensure data integrity and generate comprehensive monthly reports for the Executive VP of Sales and Business Development, providing actionable insights and recommendations.
- Ensures Simpleview account management and data entry practices are completed to the organization's standards.

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- Keeps updated and accurate records of potential clients in Simpleview, leading initiatives to convert business leads into viable opportunities.
- Accountable for consistent on-time delivery of all department reports, publications and sales materials.
- Manages the coordination of department sales materials and promotional items including any shipping of sales kits, welcome packages, gifts, attraction passes and other collateral.
- Maintains updated knowledge of destination offerings pertinent to the meetings industry and relays new product opportunities to the Business Events Victoria Team.
- Creates and drives the department's social media presence, collaborating with the Marketing department to enhance Business Events Victoria-related marketing efforts.
- Other duties as assigned.

Key Qualifications & Experience

- Minimum 5 years of experience in hospitality, tourism, or a related field.
- Minimum 3 years sales and account management experience in conference, meetings, trade show, exhibition, business events, or catering sales management.
- Experience with special events sales and trade program execution is required
- Bachelor's degree in a related field is preferred, a technical college degree or diploma will be considered.
- Certified Meeting Planner (CMP) Designation is preferred.
- Strong understanding of the meetings and events industry.
- Understand and apply the techniques of quality customer service.
- Initiative and ability to anticipate client and department needs.
- Computer literate, including effective working skills of MS Word, Excel, PowerPoint, Outlook and Adobe Products.
- Valid driver's license – Class 5.

Personal Attributes

- Energetic, self-motivated and results oriented.
- Comfortable working in a highly collaborative organization.
- Comfortable working with confidential information and business results.
- Effective organizational skills.
- Establish and maintain effective working relationships with clients, industry partners, and co-workers.
- Intuitive, approachable, and open.
- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines.
- Excellent communication skills, including internal, presentation and public speaking, superb writing, content development and editing skills.
- A well-defined sense of diplomacy, including solid negotiation, conflict resolution and people management skills.
- Ability to work effectively as part of a team as well as independently.
- Strong ethical and effective work acumen.
- Takes initiative and is willing to make suggestions, share opinions, and keep things moving.

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Working Conditions

- Ability to work alongside and off-site with stakeholders, members and other partners.
- Limited travel may be required, including meetings, conferences, forums or events.
- Ability to attend and present at Destination Greater Victoria events and meetings.
- Hybrid working is available in line with Destination Greater Victoria's policies.