

## Job Description

### **Account Director, Citywide Sales U.S. Midwest/West Reports to: Director of Sales, USA**

The core focus of the position is to accelerate growth of Citywide definite room night results from the United States, specifically in the regions of: Midwest & Western United States. This is in support of Tourism Toronto's mission to Lead the world to Toronto' Canada's Downtown – growing our visitor economy.

This position is primarily responsible for developing net new business in the association, corporate and third party channels for Toronto's convention facilities and mid to large in house hotel business; specifically for Citywide Business, which is a convention of 1,100 or more rooms on peak in two or more hotel properties. You have a high level of motivation, drive and strong industry contacts, in addition excellent prospecting skills and the ability to thrive in a fast-paced, always changing industry. Your business discretion and judgment based on your experience are critical to the success of this engagement under the Agreement.

#### **Key Responsibilities:**

- Develop, solicit, and acquire business events to achieve annual definite room night goals as outlined by leadership within the Association, Corporate and third party markets in your assigned territory.
- Achieve monthly sales activity goals relating to prospecting, first meetings, tentative pipeline build, industry participate and delivery of clients to the community.
- Maintain documentation within the CRM system and conform to applicable sales administration practices and policies
- Prepare monthly, quarterly and annual sales action plans and participate in planning during annual budget/business planning cycle
- Plan/execute sales and promotional client outreach, missions, tradeshow, fams and site inspections
- Prepare sales objectives report prior to in-market activities and post sales trip/convention reports comparing objectives to results
- Manage budget associated with specific area/event responsibilities
- Represent the Business Events Toronto team at local, regional and national industry organizations such as PCMA, MPI, ASAE and other organizations deemed appropriate for business development opportunities
- Gain knowledge of competitive set and changing marketing trends that impact business events
- Assist in the recruitment of sales support staff
- Mentor and provide leadership to sales support staff
- Attend and participate in sales meetings, training programs and other required meets
- Undertake special projects as may be assigned by Tourism Toronto leadership
- Business travel is approximately 30% of the role

#### **SKILL REQUIREMENTS/QUALIFICATIONS:**

- Minimum post-secondary education (College/University preferred) and 2-3 years related sales experience in the hospitality sector
- Effective negotiating skills
- Strong interpersonal skills
- Self motivated with strong oral, written and public presentation skills
- Ability to multi-task
- Ability to adapt to fast pace environment while managing deadlines
- Self-starter
- Attention to detail
- Driven & motivated
- Team player

**OVERVIEW OF WORKING CONDITIONS:**

The position will be located in a home based office in the Chicago, IL region and requires the incumbent to be available for travel, as well as early morning, late evening and occasional weekend work in response to clients and member needs.

**ABOUT TOURISM TORONTO**

Tourism Toronto is an industry association, with more than 1,000 member businesses, and the official destination marketing organization for Toronto, "Canada's Downtown." With sales and marketing programs in key markets around the world, Tourism Toronto promotes the Toronto region as a remarkable destination for tourists, convention delegates and business travelers. Tourism Toronto operates in partnership with the Greater Toronto Hotel Association and the Ontario Ministry of Tourism, Culture and Sport.

For more information please visit [SeeTorontoNow.com](http://SeeTorontoNow.com).

Please send resumes to [hr@torcvb.com](mailto:hr@torcvb.com) and clearly indicate the application is for the position of **"Account Director, Citywide Sales U.S. Midwest/West"**.

If you require a disability related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We thank all candidates for their interest in Tourism Toronto and will directly contact those candidates selected for an interview.