

Sales Manager – Corporate Market

With 300,000 square feet of convention space, a central location in the Fallsview Entertainment District, walking distance to 4,000 branded guest rooms and easy access to wine country, you can plan to be impressed by Scotiabank Convention Centre — *Niagara's largest meetings and events facility.*

In Partnership with Niagara Falls Business Events (NFBE), the Sales department is the primary resource for meeting planners, conference, convention, and incentive trip organizers who are considering Niagara Falls as their event destination to coordinate with.

The Scotiabank Convention Centre (SCCN) is looking for an enthusiastic and experienced Sales professional to join the Sales Team. The primary focus of this position is the **Canadian Corporate Market with focus on Pharmaceutical market / Third Party markets.** The successful candidate must also be eager to expand and develop new markets that will be beneficial to Niagara Falls and the SCCN.

The ideal candidate for this position is someone who is passionate about their role within our organization; professional by nature; committed to achieving success; and accountable for themselves.

This position can be based in either Niagara Falls, Ontario or a home-office in the Greater Toronto Area.

Key Responsibilities include but are not limited to:

- Responsible for lead generation, solicitation, qualification and securing bookings with the SCCN;
- Achieving annual Sales Targets and monthly activity goals as outlined by the Vice President of Sales and Marketing;
- Preparing and implementing quarterly and annual Sales Action Plans;
- Preparing and reporting on sales trips and conventions;
- Representing SCCN and NFBE at trade shows and conventions throughout North America;
- Preparing required statistical reports;

Key Responsibilities include but are not limited to *continued*:

- Completing expense reports and purchase orders as outlined in Company Policies;
- Planning and executing market and community initiatives and promotional missions;
- Maintaining exposure and industry involvement through various key client and community organizations;
- Prospecting potential and new clients by conducting research and following up on leads;
- Planning Sales trips with qualified clients and organizing itineraries;
- Participating in the production of Sales collateral and material;
- Producing necessary documentation to support Sales actions;
- Fulfilling other duties as assigned by the Senior Management Team.

Required Knowledge, Skills, Abilities and Other Attributes:

- Bachelor's Degree in Business/Marketing, Hospitality/Conference Management or related field;
- Three to five years' experience in a Sales and Marketing environment with proven success;
- Ability to travel to tradeshow and/or sales trips throughout North America and Internationally, as needed;
- Required to hold and maintain a valid Passport and Driver's License;
- Ability to support a 24/7 organization;
- CMP (Certified Meeting Professional) designation is considered an asset;
- Currently possess an established network of contacts within the Hospitality/ Conference Management or related industry, and are eager to grow and expand current network;
- Possess strong communication skills with ability to effectively persuade in both speaking and writing;
- Ability to champion our brand and corporate identity in positively representing SCCN at all times;
- Ability to maintain ongoing communication with office headquarters;

Required Knowledge, Skills, Abilities and Other Attributes *Continued*:

- Ability to work independently as a self-starter that prioritizes, organizes, and work and effectively to resolve workload issues;
- Ability to interpret and apply administrative and departmental policies and procedures;
- Strong knowledge of business communications with ability to prepare correspondences;
- Ability to work independently in the absence of supervision;
- Ability to establish and maintain cooperative working relationships with those contacted in the course of work.

How to Apply

Email your resume and cover letter to: careers@fallsconventions.com with the subject heading "Corporate Market Sales Manager".

Scotiabank Convention Centre welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

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