

# Director of Sales & Marketing

**Reports to:** President & General Manager

**Direct Reports:** Account Directors, Regional Sales Specialist, Marketing Manager, Graphic Designer and Sales Coordinator

## Primary Purpose:

The Director of Sales & Marketing provides sales and marketing leadership for both Scotiabank Convention Centre (SCCN) and Niagara Falls Business Events (NFBE). This position requires a business strategist who recognizes opportunities, plans for success, drives results, and demonstrates decisiveness in the face of difficult decisions.

The successful candidate will also support the business development efforts of the Sales Team and manage client relationships and the unity of the team while maintaining an environment that encourages a dynamic and goal-oriented spirit.

## Major Accountabilities:

- **Sales Strategy** – develops sales tools and methods that drive business events to Niagara Falls, delivering the greatest economic benefit to the city, SCCN and member partners of NFBE;
- **Management of Sales Team** – mentors and motivates a team of skilled sales professionals, ensuring that sales targets within key markets are met to achieve defined KPIs and revenue generation goals;
- **High-Level Client Negotiations** – works with the Sales Team to review proposals and negotiate contracts that require balancing the needs of the client and the facility;
- **Management of Marketing Team and Strategy** – provides overall direction on a multifaceted marketing communications program, focusing on advertising, branding, public relations, social media and digital promotions;
- **Sales & Marketing Planning** – develops all sales and marketing initiatives, identifies and analyzes sales and marketing needs, and creates effective short and long-term strategies to meet the changing needs of the facility, its competition and surrounding business environment;
- **External Liaison** – liaises with industry partners (e.g., Niagara Falls Tourism) to seek opportunities that may result in joint initiatives and new projects.

### **Key Responsibilities:**

- Diligently sets sales goals, marketing objectives and performance measures that meet corporate priorities and long-term vision;
- Continuously oversees business development for SCCN and NFBE by assessing results and adjusting strategies as required;
- Proactively monitors the booking calendar to ensure yield maximization through effective and strategic space management;
- Regularly advises the President & General Manager on internal and external conditions that may impact corporate plans and objectives (e.g., industry trends, market insights, competitive factors, emerging issues, etc.);
- Signs off on all departmental forms (e.g., contracts, budget, invoices, business travel, procurement, time-away, etc.);
- Acts as an ambassador that is passionate about both the facility and the destination;
- Liaises with industry partners and key decision-makers in a manner that demonstrates positive influence, strengthens current relationships and seizes new opportunities;
- Provides ongoing support, leadership and coaching to all staff who directly report to this position.

### **Education:**

Bachelor's Degree in Business/Marketing, Hospitality/Conference Management or related field. CMP (Certified Meeting Professional) designation is considered an asset.

### **Experience:**

Minimum 8-10 years in a sales and marketing environment, with at least five years at the senior level working with other leaders and executives.

### **Position Competencies:**

The ideal candidate is a knowledgeable leader who is passionate, professional, committed and accountable with an established, progressively successful sales and marketing background in the meetings, conventions, trade show and/or hospitality industries.

This person is knowledgeable and passionate about Niagara Falls and the surrounding area and has experience successfully leading a sales and marketing team while demonstrating a high level of confidence and executive presence.

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## How to Apply

To apply, email your resume and cover letter to [careers@fallsconventions.com](mailto:careers@fallsconventions.com) with the subject line titled "Director of Sales and Marketing."

**The deadline to apply for this position is Friday, April 10<sup>th</sup>, 2020.**

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.