

Director of Sales & Marketing

Reports to: President & General Manager

Jobs Reporting: Account Directors, Regional Sales Specialist, Marketing Program Coordinator, Graphic Designer, New Business Development Coordinator.

Primary Purpose:

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

The Director of Sales & Marketing also supports the business development efforts of the Sales Team and expertly manages client relationships; sets clear and measurable objectives; implements the necessary strategies to meet those objectives; and is capable of developing unity in a team by creating an environment that encourages a dynamic and achievement-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 of Niagara Falls, SCCN and member partners of NFBE;
- **Management of Sales Team** – mentors and motivates a skilled team of sales professionals, ensuring team excellence and revenue generation;
- **Sales Performance** – ensures sales targets in key markets are reached in order to meet our defined KPIs and corporate objectives;
- **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;
- **Marketing Strategy** – provides overall direction on a multifaceted marketing communications program, focusing on advertising, branding, public relations, social media and digital promotions;
- **Sales & Marketing Planning** – manages the development and implementation of a comprehensive annual sales and marketing plan;
- **External Liaison** – liaises with industry partners (e.g., Niagara Falls Tourism) to seek opportunities which may result in joint initiatives and new projects

Key Responsibilities:

- Sets sales goals, marketing objectives and performance measures that meet our corporate priorities and long-term vision;
- Oversees business development for SCCN and NFBE by assessing results and adjusting strategies as required;
- Proactively monitors the EBMS booking calendar to ensure yield maximization through effective and strategic space management;
- 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 decisions (e.g., contracts, budget, invoices, business travel, procurement, staff recruitment, time-away, etc.);
- Liaises with industry partners and key decision-makers in a manner which 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. Having successfully led a sales and marketing team in the past, you demonstrate a high level of confidence and a strong executive presence. Candidates must be willing able to travel nationally and internationally.

Scotiabank Convention Centre
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How to Apply

To apply, email your resume and cover letter to careers@fallsconventions.com with the subject line titled "Director of Sales & Marketing".

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.