

Director of Sales

Meetings & Conventions Prince Edward Island (M&CPEI) is the destination management organization responsible for attracting business events, incentive groups, sport & government meetings and association conferences to the PEI. With the support of a highly collaborative community, M&CPEI works in partnership with its members across PEI to promote the Island as an incredible location to host business events, meetings, and conferences on a local, regional, national, and international basis. Leveraging our partners unique and authentic experiences and hospitality, M&CPEI is a member-based organization who partner with the public and private sector to deliver effective destination marketing services.

Position Overview:

Located in Charlottetown, Prince Edward Island, M&CPEI is mandated to promote, market and sell the province of PEI as a business events and conference (M&C) year-round destination. M&CPEI identifies meeting planner needs and connects them with industry partners to meet all their planning needs. M&CPEI seeks a self-motivated individual with leadership, marketing, and sales experience for the role of Director of Sales.

Reporting to the Executive Director, the successful candidate will exhibit strengths in the following key areas:

Marketing

- Working in conjunction with the marketing team to promote PEI through identified marketing plan to promote PEI and our partners.
- Help plan marketing initiatives in key destinations and tradeshows to promote the destination

Sales

- Leading the business development team's efforts in building and maintaining relationships with national and international clients in our centres of excellence on PEI in Agribusiness, Natural resources, Life Sciences, and Corporate, national association, government, sport and incentive.
- Establish and implement sales plans to target meeting planners with the business development managers Identify key differentiators for target markets and prepare individually tailored solutions ranging in scope from small to large city-wide meetings, overseeing and reporting on sales performance metrics including customer relationship management activity and results tracking.

Advocacy:

- To ensure that our partners are working with us collaboratively to sell the destination of PEI

New Business Development

- Prospect for new clients and build relationships with planners and decision makers in our markets, focusing on Montreal, Toronto and the US Eastern Seaboard.
- Liaise with government departments and key local ambassadors to build a list of local hosts to engage in sector selling strategies with Business Development manager
- Attend tradeshows and business travel on and off Island to promote our sector and our partners as a business events destination
- Position the organization to achieve its goals in relation to growing Business Events/meetings and conventions on PEI targeting the shoulder seasons but as a year-round destination.
- Sales plan development and implementation for tangible results for to grow our target markets and fill the pipeline for future years
- Meet potential clients and grow awareness of PEI as a unique MICE destination; by leveraging the strengths of our unique and authentic business event and conference offerings.
- Develop business/ bid proposals that are creative, timely and respond to planner's unique needs.
- Lead generation and prospecting is key to this role,
- Exhibit skills at researching new clients and building an extensive network.

Partner Engagement

- Liaise and network with other team members to achieve collaborative results for the organization for our partners
- Foster positive relationships and strong links with members, government partners and other key industry stakeholders.

Client Retention

- Maintain best practice in business to business sales, destination marketing/sales practices, and relationship management;
- Oversee the effective management of target market client business opportunities and ensure accurate and timely data management in the organizations client relationship management (CRM) tool;
- Develop and deliver ongoing ideas that support future organizational growth including the growth in member and joint marketing efforts including tradeshow and off-island events;
- Develop/ share with members client/ marketplace needs and trends.
- Be a MC&PEI brand ambassador for PEI in the exploration and development of new business event, conference, and incentive

Key Competencies

Vision and Strategic Agility:

The director of sales – will articulate compelling reasons to choose PEI as business event, meeting, sport meeting and incentive destination. They will have demonstrated skills as a communicator and experience as an industry leader in a multifaceted dynamic environment, achieving goals and taking full advantage of markets and business climate and trends to create innovative planner solutions. We build relationships creating value and generate demand.

Engaged Professional team:

The director of sales - will be knowledgeable about industry trends and practices. They will demonstrate their expertise in developing solutions for meeting planner clients that will in turn support organizational growth. They will accurately research, oversee, manage, grow, track and report on client relationship development activity.

Organizational Strength

The director of sales – will work as part of an experienced team contributing to open communication and a commitment to organizational goals. They will take responsibility for their own work whilst providing appropriate levels of support and leads generation support and feedback to their colleagues. They will thrive in a challenging and goal oriented environment and look for opportunities to develop and grow their individual and team skills and expertise.

Partnership and Collaboration

The director of sales – will have a clear understanding of partner needs and interests. They will demonstrate a proven entrepreneurial aptitude to find ways to deliver valued outcomes to partners and their respective customers alike.

Strategic Client Planner Relations

The director of sales - will relate well to all kinds of people, building constructive and long-term relationships founded on delivery of promised outcomes and trust (external and internal). They will be persuasive and be able to energize others and influence buying outcomes. They will clearly demonstrate expertise in relationship building as well as representing the organization through acting as a brand ambassador.

Research Driven Market Approach

The business development manager will be reflective on past experiences and future focused and will actively seek out opportunities for individual and team development to expand our market focus.



Education and Experience

- + 6 years in a leadership role
- industry experience with established industry contacts
- Experiences in marketing and sales in the hospitality industry
- Post-secondary education in a tourism related field is considered an asset
- Strong understanding and market knowledge of the business events sector
- Strong understanding and market knowledge of Prince Edward Island
- Proven ability to work in a fast-paced environment and to meet targets and deadlines
- Experience managing business development activity budgets
- Understanding of the unique value and selling proposition and economic impact of Meetings and Conventions on PEI

Salary is commensurate with experience. Benefits include dental, health and RRSP opportunities. Frequent off Island travel is required. Salary range \$72,000 to \$75,000 annually

Passionate about PEI?

Qualified applicants are encouraged to submit an introductory letter and detailed resume in confidence to:

Susan Freeman
Meetings & Conventions PEI Executive Director
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