

Toronto's visitor economy is a vital economic engine for the city, generating more than \$10 billion in economic activity and supporting 70,000 jobs in 2019. Destination Toronto's mandate is to reflect the breadth and diversity of Toronto's people, places and culture to inspire residents and visitors to meet, visit and explore our city. Operating in partnership with the City of Toronto, the Greater Toronto Hotel Association and the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries, Destination Toronto markets and promotes the city to global travellers, attracts and supports major meetings and events, and supports local businesses to maximize the opportunities of visitor spending.

## **JOB DESCRIPTION**

**Position Title:** Associate Director, Destination Services  
**Department:** Global Sales & Service  
**Reports to:** Director, Destination Services  
**Location:** Toronto, Ontario  
**Updated:** January 2022

## **ROLE SUMMARY**

The Associate Director, Destination Services, is an integral part of the Global Sales & Services team, responsible for ensuring all aspects of the departmental Work Plan are accomplished to the highest standards and makes an ongoing deliberate contribution to achieving key performance measures for Destination Services and the overall Global Sales & Services business unit. The Associate Director, Destination Services provides essential support to the Director, Destination Services by contributing to the planning, development and delivery of an effective destination services program to ensure; key business accounts achieve their success metrics while meeting in Toronto, community stakeholder's benefit from high levels of repeat bookings and positive client testimonials and business development events such as sites, fam programming and hosting industry events in the destination positively impact the conversion of prospects to confirmed clients, and the retention of existing clients.

## **Core Responsibilities**

- In tandem with the Director of Destination Services, oversee the operation of the Destination Services Department – manage, mentor, coach and motivate staff to achieve service delivery and annual business goals.
- Contributor to the preparation of the annual Business Plan and operations plans for the department.
- Develop and oversee delivery of Destination Toronto's services while promoting the products/facilities of member companies to key confirmed Business Event clients.
- Maintain ongoing and proactive contact with confirmed planners of select high-service accounts to address special requirements.
- Active participant on local organizing committees (LOC) of select confirmed citywide events.
- Serve as project manager/lead for hosting major industry events in collaboration with Business Events and Travel Trade Sales
- Possess in-depth knowledge of all industry issues, policies, legislation etc. that impact meeting, incentive and travel trade business and provide expert advice, consultative service including but not limited to Customs & Immigration, Foreign Convention Rebate, city event support, hospitality community obstacles. Trouble-shoot and resolve contentious situations as required.
- Collaborate with Global Marketing on attendance marketing initiatives for citywide events, contribute content and ideas to bolster destination services section of content hub, bring to market the "Culture's Evolve Here" creative theme across in-market lead generation and business development efforts and ensure trade show booth presence reflects the destination narrative.
- Initiate integrated web-based tools and other marketing materials to deliver on attendance-marketing strategies, and support in market business development events, sponsorships, and partnership opportunities

- Design, develop and oversee execution of site inspections, familiarization programs or other special event hosting activities as required by Business Event and Travel Trade Sales.
- Negotiate and maintain partnerships with government (City of Toronto, Destination Canada) to support these initiatives
- Develop and deliver programs i.e. 6ix Stack Attendance Solution, Welcome Campaigns, and Industry Hosting initiatives designed to raise the service level offered to city-wide accounts and drive conversion opportunities to deliver new business to the destination
- Ensure Destination Toronto's CRM database is up to date with EI calculations and actualized performance

#### **Other**

- Projects as assigned by the Global Sales and Services leadership team

#### **Supervisory Responsibility**

- Direct reporting of 2 full-time staff (Sr. Event Planner + Destination Specialist), and indirect reporting of 4 full-time staff (2 Destination Services Managers + 2 Destination Services Specialists)

#### **Financial Responsibility**

- Assists the Director of Destination Services in managing the departmental budget within prescribed policies, as allocated annually.

#### **Key Personal Attributes**

The successful candidate will possess the following:

- Self-motivated, extroverted, solutions-driven mindset
- Results- oriented, Analytically Advanced, Problem Solver
- Able to thrive in a high pressure, multiple demand environment
- Strong innovative and creative outlook
- Customer / Client Focused with Industry Experience (meeting planning/event execution)
- General knowledge of consumer and B2B marketing
- Team / Individual Motivator / Coach
- Skilled Internal / External Collaborator & Communicator
- Excellent Verbal / Written Communications
- Exceptional Consultative Skills and Adept Negotiator
- Financial Management
- Diplomacy, tact and a collaborative nature
- Self-awareness

#### **Key Relevant Experience & Education**

The successful candidate will possess the following:

- A university or college degree with an emphasis in business, marketing, project management or hospitality, and/or at least five years of related experience which may substitute for academic experience.
- Experience in a management position, leading or managing employees
- Experience with survey analytics/reporting systems, CRM Software
- Proficient in Google Workspace, project management software (Monday.com), virtual meeting software

#### **Other Requirements**

Ability, willingness to travel, attend local and international events on evenings and/or weekends is required; flexible to work evenings and weekends, on-call as team needs require.

**How to Apply**

Please send resume to [human-resource@destinationtoronto.com](mailto:human-resource@destinationtoronto.com) and clearly indicate the application is for the position of "Associate Director, Destination Services" in the subject line.

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 Destination Toronto and will directly contact those candidates selected for an interview.