



JOB DESCRIPTION

POSITION IDENTIFICATION			
Title	Specialist, Destination Development, Rockies		
Position Level	Employee	Date (last revised)	June 20, 2025
Supervisor Title	Manager, Destination Development, Alberta		
Status	Permanent, Full-Time	Flexible Work Arrangement	Hybrid
		Additional Requirement	none

ORGANIZATIONAL DESCRIPTION
Cantrav Services Inc., is a full-service destination and event management company with a proven record of success delivering meetings, incentive programs, and events across Canada for 40 years. We create, plan, and deliver unforgettable experiences in exceptional destinations across the country, each uniquely designed to foster human connection and leave lasting memories.

DEPARTMENT SUMMARY
The Destination Development division is focused on generating demand by representing all of Cantrav's dynamic destinations and services. The Division leads the effective development and implementation of the sales strategy as a means of driving profitable business for Cantrav and its destinations.

JOB OVERVIEW
Reporting to the Manager, Destination Development in Alberta, you'll support the team in crafting innovative proposals and budgets primarily focused on the Rockies region, while also extending support, on an as-needed basis to the other destinations we serve. This role entails supporting in the development of creative program concepts, logistics, budgeting, product development, and supplier relations, all while ensuring effective time management and communication with partners, suppliers, and clients. Additional responsibilities include assisting with sales activities to expand market share, identify leads, and engaging with industry stakeholders such as DMOs and hotels. This role involves coordinating client visits, presentations, proposals, and budgets.

KEY ACCOUNTABILITIES AND EXPECTATIONS	
Key Accountability	Expectation
Sales	<ul style="list-style-type: none">• Support in-market sales opportunities to foster lead generation and new business referral opportunities for the company• Assists with administrative tasks including but not limited to client itineraries, building budgets, preparing presentations, and proposal support• Assists the operations team, formatting manifests, booking activities and venues, assisting onsite as needed during event operations• Utilizes company sales/CRM systems to maintain up to date client and program information• Liaising with suppliers, providing timely communications and responses to requests

	<ul style="list-style-type: none"> Supporting clientele in a professional and timely manner as required Coordinates the successful execution of client programs, or plans when required Supports the achievement of revenue and profitability targets
Communication	<ul style="list-style-type: none"> Provide status updates reports as necessary to Supervisor in relation to the planning, implementation, and progress of projects Effectively communicate the needs of the client to Operations Provide regular, timely communication to requests from customers or colleagues
Consultation	<ul style="list-style-type: none"> Performs work in a consultative manner by troubleshooting issues with clients and offering inspired and elevated solutions Supports as the sales contact for customers
Community	<ul style="list-style-type: none"> Develops and nurtures community and industry partnerships Maintains local knowledge in the assigned destination Represents Cantrav and its core values for the brand in the destination they represent

Summary of Qualifications and Job-Specific Competencies	
Experience	<ul style="list-style-type: none"> 2 – 5 years' related experience in a fast-paced sales environment
Key job-specific competencies	<ul style="list-style-type: none"> Great oral, written and interpersonal skills Self-motivated with a demonstrated ability to make decisions, manage logistics, multi-task, and meet project deadlines with no to little supervision Superior organization and communication skills Excellent attention to detail Experienced in Hubspot or other CRM platforms Proven ability to successfully manage changing priorities Ability to work with multiple suppliers and build long lasting relationships Demonstrated experience producing high quality work with commitment to accuracy Demonstrated problem solving capabilities Proficient computer skills (CRM, Excel, Word, PowerPoint) In-depth knowledge of the Banff and surrounding areas Ability to learn job-related material primarily through oral instruction and observation which takes place mainly in an on-the-job training setting Own or have access to a car and have a valid driver's license
Willingness Statement	<ul style="list-style-type: none"> Performs other, related duties as directed in keeping with the purpose and accountabilities of the job Availability to work evenings and weekends as required

Compensation	
	<ul style="list-style-type: none"> Total compensation is based on qualifications and experience and eligible for employee benefits This position is eligible for participation in the organization's annual bonus plan.