



JOB DESCRIPTION

POSITION IDENTIFICATION			
Title	Manager, Destination Development, Vancouver		
Position Level	Employee	Date (last revised)	March 14, 2025
Supervisor Title	Vice President, Sales and Marketing		
Status	Permanent, Full-Time	Flexible Work Arrangement	Hybrid – 2 days in office
		Additional Requirement	None

ORGANIZATIONAL DESCRIPTION

Cantrav Services Inc., is a full-service destination and event production 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

Thorough, detail-oriented, and experienced, the Manager, Destination Development builds effective business relationships within the meeting, incentive and convention industry including the hotel and hospitality sector; and local, regional, and provincial and regional destination marketing organizations (DMO’s). Through this referral network of relationships, the Manager positions Cantrav as the local expert, serving the needs of the network and the destination. The Manager drives new, profitable business opportunities for Cantrav in accordance with the annual sales plan and destination revenue targets. The Manager effectively develops sales/market segment plans and implements sales strategies as a means of driving profitable business for Cantrav and its destinations.

KEY ACCOUNTABILITIES AND EXPECTATIONS	
Key Accountability	Expectation
Sales	<ul style="list-style-type: none">• Build and maintain a COI network primarily within the hotel industry, leverage partnerships, coach on how to present our product, and position yourself as a solutions-oriented expert• Build strong, trusted business relationships with stakeholders in the assigned region through regular, proactive communication and engagement. Stakeholders can include hoteliers, DMO’s, suppliers, ect• Plan and lead in-market opportunities to develop and foster lead generation and new business referral opportunities for the company

	<ul style="list-style-type: none"> • Oversee day-to-day duties of prospecting accounts, account development, and proper account management practices • Utilizes company sales/CRM systems to maintain up to date client and program information • Plan and participate in business development trips (BDTs), fam tours, sales trips, and industry tradeshow as required • Plan and conduct sales presentations at regular intervals as required • Directs proposal development in support of client objectives and liaise with the operations team to ensure feasibility • Lead the process for improving customer loyalty and referral business generation within the destination • Meet or exceed established revenue and sales activity goals • Attends sales meetings to provide input on sales progress • Ensure revenue and profitability targets are met
Communication	<ul style="list-style-type: none"> • Provide status updates reports as necessary to management, user business areas and other stakeholders 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 • Works with local stakeholders to create new, elevated itineraries • Serves as the sales contact for customers; serves as the customer advocate
Community	<ul style="list-style-type: none"> • Develops and nurtures community and industry partnerships • Maintains local, expert knowledge of the assigned destination • Represents Cantrav and its core values as the primary contact for the brand in the destination they represent

Summary of Qualifications and Job-Specific Competencies	
Experience	<ul style="list-style-type: none"> • 5+ years working in a sales or business development role preferably within the hotel industry, tourism or a related industry • Background in destination marketing or proven, related experience • A demonstrated ability to drive sales and organizational growth
Key job-specific competencies	<ul style="list-style-type: none"> • Highly organized, responsive and energetic • Self-starter, can effectively work independently, and is highly attuned to client needs • Sound knowledge and experience in business development, sales, and marketing • Experience giving formal presentations to key decision makers with the ability to properly articulate the message • Experience developing professional and productive business relationships through communication, collaboration, and negotiation • Strong written skills and professional communication ability • Proven ability to demonstrate high levels of accountability, tact, judgment and diplomacy

	<ul style="list-style-type: none"> • Foster and maintain regular and effective communications with Cantrav personnel, suppliers, external partners or stakeholders and contractors • Excellent time management skills • Strong knowledge of Microsoft Office products
Willingness Statement	<ul style="list-style-type: none"> • Performs other, related duties as directed in keeping with the purpose and accountabilities of the job • Ability to travel domestically and internationally is required • Maintain a clean driver's abstract and have access to own vehicle • Maintain full-time residence in the Metro Vancouver area

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.