



# JOB DESCRIPTION

POSITION IDENTIFICATION			
<b>Title</b>	Destination Development Specialist		
<b>Position Level</b>	Employee	<b>Date (last revised)</b>	April 4, 2025
<b>Supervisor Title</b>	Vice President, Sales and Marketing		
<b>Status</b>	Permanent, Full-Time	<b>Flexible Work Arrangement</b>	Hybrid, 2 days/week in office
		<b>Additional Requirement</b>	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 Vice President, Sales and Marketing, with dotted reporting lines to the Destination Development Manager, 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. 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 site visits, FAM's, presentations, proposals, and budgets.

KEY ACCOUNTABILITIES AND EXPECTATIONS	
Key Accountability	Expectation
<b>Sales</b>	<ul style="list-style-type: none"><li>Support the Manager with in-market sales opportunities to foster lead generation and new business referral opportunities for the company</li><li>Assists with sales-related tasks including but not limited to client itineraries, building budgets, assisting with preparing presentations, and proposal support</li><li>Supports the sales team, securing activities, venues, and transportation, assisting onsite with clients as needed</li><li>Utilizes company sales/CRM systems to maintain up to date client and program information</li></ul>

	<ul style="list-style-type: none"> <li>• Liaising with suppliers, providing timely communications and responses to requests</li> <li>• Supporting clientele in a professional and timely manner as required</li> <li>• Supports the successful execution of client site visits and programs</li> <li>• Leads supplier interactions during the initial setup of sites and farms including scheduling of appointments and itinerary preparation</li> <li>• Supports the achievement of revenue and profitability targets through in-market sales activities at industry or client events</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Provide status updates reports as necessary to Supervisor in relation to the planning, implementation, and progress of projects</li> <li>• Effectively communicate the needs of the client to Operations</li> <li>• Provide regular, timely communication to requests from customers or colleagues</li> <li>• Maintain and keeps the GANTT chart up to date</li> </ul>
<b>Consultation</b>	<ul style="list-style-type: none"> <li>• Performs work in a consultative manner by troubleshooting issues with clients and offering inspired and elevated solutions</li> <li>• Supports the Manager as the sales contact for customers during out of office times</li> </ul>
<b>Community</b>	<ul style="list-style-type: none"> <li>• Develops and nurtures community and industry partnerships</li> <li>• Develop and foster client and supplier/partner relationships</li> <li>• Maintains local expert knowledge in the assigned destination</li> <li>• Represents Cantrav and its core values</li> </ul>

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

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