



JOB DESCRIPTION

POSITION IDENTIFICATION			
Title	Manager, Destination Development – Québec City		
Position Level	Employee	Date (last revised)	Feb 19, 2026
Supervisor Title	Vice President, Sales and Marketing		
Status	Permanent, Full-Time	Flexible Work Arrangement	Flexible
		Additional Requirement	Bilingual

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 over 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 opportunities for Cantrav and its destinations.

JOB OVERVIEW

A true business professional, relationship-driven, and commercially minded, the Manager, Destination Development – Québec City is responsible for building awareness, demand and long-term value for Cantrav by positioning the company as the trusted local expert within the meetings and events industry.

The mission of this role is to generate sustainable, profitable business through strategic relationship building, destination advocacy, and disciplined sales execution. Through a strong referral network of industry partners, including hotels, venues, and Destination Marketing Organizations (DMO), the Manager positions Cantrav as the trusted local authority for DMC and Event Production services.

This is a senior role with destination market ownership and accountability. The position does not currently include direct people management. Success is achieved through initiative, collaboration, and personal ownership of the destination’s performance.

The Manager, Destination Development, develops and executes market plans, drives new business opportunities in accordance with annual sales objectives, and supports the long-term health, reputation, and growth of Québec City as a destination.

KEY ACCOUNTABILITIES AND EXPECTATIONS	
Key Accountability	Expectation
Sales	<ul style="list-style-type: none"> • Build and maintain a strong network of centers of influence (COIs), primarily within hotels, venues, and tourism partners • Position Cantrav as the trusted local expert within the Quebec City market • Maintain a healthy sales pipeline and manage opportunities through the full sales cycle to operational passover • Plan and lead in-market opportunities to develop and foster lead generation and new business referral opportunities for the company • Utilizes company sales/CRM/file share systems to maintain up to date client and program information • Participate in business development trips (BDTs), fam tours, sales trips, and industry tradeshow as required • Plan and conduct virtual or in-person sales presentations at regular intervals as required • Directs proposal development in support of client objectives and liaise with the operations team to ensure program feasibility • Meet or exceed established revenue and sales activity goals • Attends sales meetings to provide input on sales activity progress • Ensure revenue and profitability targets are met
Communication	<ul style="list-style-type: none"> • Provide status update reports as required to management in relation to the planning, implementation, and progress of projects • Effectively communicate the needs of the client to Operations and Event Production • 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 suppliers/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 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 within the hotel, event or tourism industry • Background in destination management 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 and sales

	<ul style="list-style-type: none"> • 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 • 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 utilizing professional business practices
Willingness Statement	<ul style="list-style-type: none"> • Performs other, related duties as directed in keeping with the purpose and accountabilities of the job • Maintains the ability to travel domestically and internationally as required • Is fluently bilingual, written and oral, in French and English • Maintains full-time residence in Québec City or surrounding 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