



DESTINATION VANCOUVER

Director of Sales, Meetings & Conventions, US Association & Convention Services

Destination Vancouver is a progressive destination marketing and management organization, dedicated to growing Vancouver's visitor economy through impactful meetings, conventions, and events. We work collaboratively with our partners to showcase Vancouver as an exceptional global host city.

The Opportunity

We are seeking a strategic and dynamic **Director of Sales, US Association & Convention Services** to lead Destination Vancouver's business development efforts in the US Association market. This is a pivotal leadership role, managing a team of sales professionals as well as working in close partnership with the Vancouver Convention Centre and Destination Vancouver hotel partners to attract high-impact citywide and hotel self-contained US Association conferences.

Reporting to the Vice President, Meetings, Conventions & Events (MC&E), this position (also a member of Destination Vancouver's *Director Leadership Team*), will lead, coach, and develop our team to achieve business plan objectives. The Director will collaborate to implement sales tactics, marketing & communications strategies, and convention service initiatives, ensuring a high industry profile.

The Director of Sales will deliver business results through strategic planning, organizing, directing, and evaluating the business development operations of the M&C sales and convention servicing teams. This role will work closely with the other Directors of Sales in MC&E and engage with Destination Vancouver members, partners, and stakeholders to achieve business objectives.

Key Strategic Deliverables

- Lead the US Association and Convention Services team to deliver on annual strategic business plan goals. This includes business development, marketing & communications, convention services, and data-driven insights.
- Strategic plan deliverables include number of new leads generated, conversion of leads to contracted business, citywide and hotel room block commitments, and confirmed delegate attendance numbers.
- Represent Vancouver stakeholders as a market leader in the US Association sector. Position Vancouver as an effortless, embracing, sustainable, and inclusive destination by showcasing competitive advantages at PCMA Convening Leaders, ASAE Annual Conference, CESSE, AMCI, and other key forums.
- Apply expert knowledge of US Association market trends to guide our business strategy. This includes leveraging industry partnerships (PCMA, ASAE, AMCI, CESSE), insights from third-party partners (Maritz, CVENT and Conference Direct), and Destination Vancouver's CRM (Simpleview) data to forecast future demand, identify new opportunities, and optimize sales and servicing approaches.
- Lead, mentor, and inspire Destination Vancouver's sales and convention services team by fostering professional growth and strengthening industry expertise. Success will be measured through individual and team sales performance, professional development, client satisfaction, team engagement, and the continued recognition of Destination Vancouver as a trusted leader in the DMO sector.



Key Responsibilities:

Market Leadership & Strategy

- Leads Destination Vancouver's strategy for the US Association market, focusing on attracting high-value citywide and multi-year events.
- Differentiates Vancouver by leveraging three competitive advantages: strong partner relationships, brand reputation in sustainability/DEI, and collaborative hotel and convention package offerings.
- Identifies and targets associations with the potential for repeat and multi-year bookings, focusing on those aligned with Vancouver's priority sectors.
- Evaluates business results and prepares reports and briefs for the Vice President, including analysis of initiative outcomes.
- Collaborates with other Sales Directors to lead the development, planning, and preparation for the annual business plan and related tactics (Business Sprint) content, and budget.
- Data and insights driven leader, using Destination Vancouver's and industry data to make informed strategic decisions. Lead development and trace follow up, as well as a communication and targeted information for all group bookings.
- Fosters innovation in client engagement, including use of creative and authentic content.

Team Leadership

- Leads, trains and mentors a team of sales and convention services professionals, setting clear goals, fostering collaboration, encouraging professional development, and building accountability to deliver on sales targets.
- Liaises with the People & Culture team to support recruitment and onboarding of new Team Members and other matters related to team member engagement.
- Provides ongoing coaching and feedback to direct reports.

Partnership Development

- Strengthens Destination Vancouver's relationships with strategic partners ensuring Vancouver has a strong presence and influence at key industry forums including, but not limited to:
 - PCMA Partnership
 - ASAE Partnership
 - AMCI Partnership Agreement in collaboration with Canadian Tier One DMOs
 - CESSE Partnership
- Builds alignment and joint initiatives with the Vancouver Convention Centre sales team, ensuring seamless collaboration on bids and client servicing.
- Engages agencies and intermediaries (e.g., Maritz and Conference Direct) that influence U.S. association decisions

Revenue & Performance

- Prepares and delivers Vancouver destination bid presentations to clients.
- Prepares and delivers Destination Vancouver educational presentations for members and industry partners. Focus on sales and convention services.
- Drives lead generation and conversion to meet annual targets for room nights, attendee numbers, and confirmed citywide wins. This includes hotel self contained and citywide metrics.
- Collaborates with Destination Vancouver's marketing, communications and convention services teams to maximize the economic and reputational impact of US association events hosted in Vancouver.



- Develops and manages an operational budget to ensure accountability for results in conjunction with resources invested including DMF (Destination management Fund) and (Convention Development Fund) CDF initiatives.

Why join us?

At Destination Vancouver, you'll be part of a purpose-driven, collaborative team that is shaping Vancouver's future as a leading global meetings destination. We believe in work/life balance, flexible hybrid working opportunities, and fostering an environment where ideas and innovation thrive.

Who are we?

Destination Vancouver is one of the world's most dynamic Destination Organizations, delivering on a mandate for destination development and promotion that makes Vancouver a must visit global destination. It responsibly strives for a triple bottom line approach to measuring destination success through people, planet, and prosperity. As a private, not for profit business association, continued relevancy equals success by supporting the industry and building a competitive global destination brand.

Destination Vancouver has a fabulous product and a powerful brand. Its brand promise, Vancouver is a place that connects people and inspires them to live with passion, underpins how it communicates with potential customers, engages with stakeholders, and services its 600+ members.

What we offer

This position is based in Destination Vancouver's corporate office in Vancouver, British Columbia, with excellent proximity to transit and downtown amenities. Flexibility of schedule is required for activities that occur outside of standard business operating hours. Site inspections, FAMs and hosting of industry events may take place on weekends and evenings. Business travel is a requirement for this position.

Destination Vancouver believes in and provides a diverse, equitable, and inclusive work environment.

In-market representation may also be considered for this opportunity – contract terms will vary.

We are proud to offer a competitive total rewards program including:

- 3 weeks' vacation (15 days)
- Additional paid Wellness days
- Annual incentive/recognition program
- Extended health care benefits
- Health spending account and Personal (wellness) spending account
- Group RRSP matching program
- Transit allowance
- Team Member Referral program
- Training and development opportunities, and a flexible work environment.
- Tourism industry perks

Annual base salary starting range: \$120,000 - \$140,000.

What you offer

The ideal candidate has experience in a similar sales leadership role. With a proven track record of attaining measurable results in sales and marketing, the top candidate possesses a high level of professionalism, maturity, diplomacy and judgment regarding decision-making and fostering positive interpersonal relationships.

Experience and Knowledge:

- Minimum ten years of experience in a similar leadership/Director-level role, preferably in association sales, convention bureau leadership or a related business events environment.
- Meeting and convention sales related knowledge of Metro Vancouver and British Columbia.
- Thorough knowledge of the Meetings & Conventions industry, ideally, deep knowledge of the U.S. Association sector, including relationships with key intermediaries and familiarity with PCMA, ASAE, AMCI, CESSE, and similar organizations.
- Successful track-record of sales results, marketing and client service in the meetings and conventions.
- Extensive international network of contacts, clients and influencers in the meetings and conventions industry.
- Strong strategic business planning and partnership development skills.
- Ability to position a destination competitively through brand storytelling, client engagement, and collaborative approaches.
- Strong innovative and creative outlook for sales, marketing, and business development from a local, national, and global perspective. Driven by achieving sales targets.
- Experience managing and developing high-performing sales & service teams; proven leadership, coaching and providing feedback skills and experience

Professional Strengths and Characteristics:

- Passionate about Vancouver as a place to live, work, play, experience and explore.
- Exceptional communication (written and verbal), strong presentation, and relationship-building skills; delegating skills, as well as high personal motivation, positive attitude, and the ability to motivate and inspire team members.
- Excellent organization, coordinating, planning and time management skills, detail-oriented with strong multi-tasking abilities include project management skills.
- High level of professionalism, maturity, diplomacy, and judgment regarding decision-making and fostering positive interpersonal relationships.
- Able to work well independently and collaboratively; committed to individual, team, corporate and industry service excellence.
- Possess a curious and positive attitude, highly motivated and proven ability to take initiative.

Technology and Education:

- Strong technology skills including social media for business. Good working knowledge of database management, AI, Microsoft Office applications, CRM technology as well as a strong willingness to learn and adapt to new technologies.
- Post-secondary education in business, tourism, or related disciplines and/or related experience is beneficial.

How do we connect?

If this sounds like you because you have the experience as a senior leader, are ambitious and driven and describe yourself as enthusiastic, collaborative and focused on building business with a high performing team, we invite you to apply for this exciting position. Please send your resume and cover letter to: careers@destinationvancouver.com

For more information, please visit <http://destinationvancouver.com>