



Job Posted: June 25, 2010

Sales Manager (Association)

The **Niagara Convention & Civic Centre (NCCC)** is a new convention and entertainment facility scheduled to open in the spring of 2011. Located in Niagara Falls, Ontario, the NCCC is poised to be a dynamic and exciting addition to the Niagara Region.

Reporting to the Director of Sales and Marketing, the **Sales Manager** will be responsible for lead generation, solicitation, qualification, and booking the Niagara Convention & Civic Centre as the desirable meeting/convention destination. The primary market focus of this position is the **Canadian National Association** but the successful candidate must be eager to explore and develop new markets for the Convention Centre such as the International Association market.

RESPONSIBILITIES

- Achieve annual sales target and monthly activity goals as outlined by the Niagara Convention & Civic Centre Management.
- Prepare and implement quarterly and annual sales action plans.
- Prepare and report on sales trips and conventions.
- Represent Niagara Convention & Civic Centre at trade shows and conventions within North America.
- Prepare required statistical reports.
- Complete expense reports and purchase orders as outlined in company policy.
- Plan and execute market and community initiatives and promotional missions.
- Maintain exposure and industry involvement through various key client and community organizations.
- Conduct prospecting of new and potential clients through research and follow up on leads.
- Plan sales trips with qualified client calls/itineraries.
- Prepare and deliver sales presentations.
- Participate in the production of sales collateral and material.
- Produce necessary documentation to support sales actions.
- Fulfill other duties as may be assigned by the Senior Management Team.

JOB EXPERIENCE, REQUIREMENTS AND QUALIFICATIONS

- Three to five years experience in Convention Centre/Hotel/or like Sales with primary focus on the Canadian Association Market.
- Knowledge of English usage, spelling, grammar and punctuation
- Knowledge of office procedures, methods and current computer equipment
- Knowledge of business letter writing and basic report preparation
- Ability to prioritize and organize work and effectively resolve workload issues
- Ability to interpret and apply administrative and departmental policies and procedures
- Ability to independently prepare correspondence and memoranda

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- Ability to work independently in the absence of supervision
- Ability to communicate clearly and concisely, both orally and in writing
- Be able to demonstrate meeting planner contacts and developed client relations appropriate for the NCCC.
- Ability to establish and maintain cooperative working relationships with those contacted in the course of work
- Bachelors Degree, or two years additional experience as a substitute for degree
- Ability to travel to tradeshow and/or sales trips as needed and hold a valid passport
- Have a valid driver's license.
- Ability to support a 24/7 organization.
- Minimum 2 years experience in a reception/office services capacity or similar role;
- High school diploma or equivalent required, completion of a post secondary degree/diploma is preferred;
- Strong analytical and prioritizing skills with the ability to time manage effectively;
- Exceptional oral and written communication skills;
- Strong computer skills, including intermediate knowledge of MS Office, Outlook, Excel and Word;
- Must be professional, personal and flexible with excellent customer service skills.

Note: Must be able to work legally in Canada and a valid driver's license is required.

HOW TO APPLY

Qualified and interested individuals may send their applications to:

Niagara Convention & Civic Centre

6380 Fallsview Blvd, Suite 202
Niagara Falls, ON Canada L2G 7Y6
Tel: 905-357-6222
Fax: 905-357-6212
Toll Free: 1-888-997-NCCC (6222)

Via Email:

Those individuals wishing to submit their applications digitally may do so by sending a Word or Acrobat document(s) via email to: **careers@fallsconventions.com** — under the subject heading "Sales Manager"

NOTE: Along with your résumé and cover letter, please be sure to include your salary expectations.

Application Deadline:

Applications will be accepted until July 15, 2010.