

Toronto's visitor economy is a vital economic engine for the city, generating more than \$10 billion in economic activity and supporting 70,000 jobs in 2019. Destination Toronto's mandate is to reflect the breadth and diversity of Toronto's people, places and culture to inspire residents and visitors to meet, visit and explore our city. Operating in partnership with the City of Toronto, the Greater Toronto Hotel Association and the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries, Destination Toronto markets and promotes the city to global travellers, attracts and supports major meetings and events, and supports local businesses to maximize the opportunities of visitor spending.

## **JOB DESCRIPTION**

**Position Title:** Senior Manager, Events  
**Department:** Global Sales & Service  
**Reports to:** Director, Destination Services  
**Location:** Toronto, Ontario  
**Updated:** November 2022

## **ROLE SUMMARY**

The Senior Manager, Events is an integral part of the Global Sales & Services team, with direct responsibility for the execution of our event strategy at Destination Toronto, including but not limited to, the Edge Event Series, Business Outlook Forum, the Annual General Meeting, Client Advisory Board, Toronto Inc activations and our in-market sales engagement, as well as serves as the Global Sales & Services Sustainability Lead. The Senior Manager, Events provides essential support to the Director, Destination Services as an integral part of the team responsible for the planning of internal and external events such as sites, fam programming and hosting industry events in the destination, ensuring they positively impact the conversion of prospects to confirmed clients, and the retention of existing clients as well as representing Destination Toronto with the highest level of expectation.

## **CORE RESPONSIBILITIES**

- In tandem with the Director of Destination Services, oversee the operation of the Events Team, within Destination Services – manage, mentor, coach and motivate the team to achieve service delivery objectives and annual business goals.
- Contributor to the preparation of the annual Business Plan and operations plans for the Events team, within Destination Services.
- Informs on and follows budget allocations in keeping with departmental business plan and strategy.
- Support to Director, Destination Services on major industry event hosting
- Develop and oversee delivery of Destination Toronto's services while promoting the products and services of our stakeholder community to our Business Event clients.
- Serves as the Global Sales & Services Sustainability lead by championing sustainability initiatives ensuring business development activations align with our organizational environmental stewardship philosophy.
- Active participant within the Toronto Inc partnership to ensure high standards of activations, as it relates to deliverables of the partnership.
- Collaboratively support the management, planning and execution of our Destination Toronto corporate events, including but not limited to, the Edge Event Series, Business Outlook Forum, the Annual General Meeting and Client Advisory Board
- Possess in-depth knowledge of all industry issues, policies, legislation etc. that impact meeting, incentive and travel trade business and provide expert advice, consultative service including but not limited to Customs & Immigration, Foreign Convention Rebate, city event support, hospitality community obstacles. Trouble-shoot and resolve contentious situations as required.

- Collaborate with Global Marketing on creative themes across in-market lead generation and business development efforts and ensure all Destination Toronto activations (events, trade show booths, hosting, etc.) reflect the destination narrative, and our environmental stewardship philosophy.
- Ensure Destination Toronto's CRM database is up to date with activations, non-venue requests.
- Participate in Global Sales & Services team and member meetings
- Oversee RFP process and manage external partners such as event management agencies
- Collaboratively manage our corporate gifting strategy.
- Oversight and management of Global Sales and Services project management board within Monday.com
- Proactively provide creativity on event trends and innovation. Continuously looking for opportunities to increase the impact of our event strategy..
- Ability, willingness to travel, attend local and international events on evenings and/or weekends is required; flexible to work evenings and weekends, on-call as team needs require.

#### **OTHER**

- Projects as assigned by the Global Sales and Services leadership team

#### **SUPERVISORY RESPONSIBILITY**

- Direct reporting of 2 full-time staff; Sr. Event Planner & Event Specialist

#### **FINANCIAL RESPONSIBILITY**

- In tandem with the Director, Destination Services manages the departmental budget within prescribed policies, as allocated annually.

#### **ABILITIES, SKILLS AND COMPETENCIES**

The successful candidate will possess the following:

- Self-motivated, extroverted, solutions-driven mindset
- Results- oriented, Analytically Advanced, Problem Solver
- Able to thrive in a high pressure, multiple demand environment
- Strong innovative and creative outlook
- Customer / Client Focused with Industry Experience (meeting planning/event execution)
- General knowledge of consumer and B2B marketing
- Team / Individual Motivator / Coach
- Skilled Internal / External Collaborator & Communicator
- Excellent Verbal / Written Communications
- Exceptional Consultative Skills and Adept Negotiator
- Financial Management
- Diplomacy, tact and a collaborative nature
- Self-awareness

#### **EXPERIENCE & EDUCATION**

The successful candidate will possess the following:

- A university or college degree with an emphasis in business, marketing, project management or hospitality, and/or at least five years of related experience which may substitute for academic experience.
- Experience with CRM Software is an asset.
- Proficient in Google Workspace, project management software (Monday.com), virtual meeting software is an asset.

- Experience in a management/leadership position is a must.

#### **HOW TO APPLY**

Please send resume to [human-resource@destinationtoronto.com](mailto:human-resource@destinationtoronto.com) and clearly indicate the application is for the position of "Senior Manager, Events" in the subject line.

If you require a disability-related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.