

Job title	Business Development Manager
Reports to	Director, Communications and Marketing

Introduction

Tourism Canmore Kananaskis (TCK) is the official not-for-profit Destination Management Organization for the area's tourism industry. Our goal is to increase overnight visitation, particularly with a focus on encouraging winter and spring visitation, by promoting the destination to high-value(s) visitors. We promote attractions, accommodations, restaurants, events and businesses in the area directly to consumers, while also leveraging international travel trade and media channels.

A major focus of our strategy is committing to a triple bottom line approach to ensure sustainable tourism development in the future. The triple bottom line approach considers economic (Profit), environmental (Planet) and social (People) factors to develop a more holistic accounting of sustainability.

Job Purpose

The Business Development Manager provides strategic leadership in building and growing Travel Trade and Business Events opportunities that support our organization's regenerative tourism vision. This role works to develop impactful partnerships and programs that encourage responsible visitation, particularly during winter and spring seasons.

The Business Development Manager will build relationships with key Travel Trade and Business Events partners, recognizing opportunities to showcase our mountain destination through a triple bottom line approach that balances people, planet, and profit for the future growth of our tourism community. This role serves as an ambassador for our destination, organization, and membership at various events throughout the region and beyond.

Responsibilities

Travel Trade

- Research and evaluate industry opportunities for partners and the destination
- Generate inclusion of regional products with Travel Trade programs
- Travel to attend applicable Travel Trade shows to promote and represent the destination
- Innovate opportunities for partners to collaborate and gain exposure
- Attend and prepare travel trade and meeting FAM hosting including FAM itinerary writing, event hosting and follow-up
- Build and maintain resources for Tour Operators and Meeting Planners, including sample itineraries, partner product information, images, testimonials, etc.
- Ensure web content regarding travel trade and group business is relevant and accurate

- Provide online and in-person destination training
- Maintain Business Development Database in company CRM
- Work closely with the Travel Alberta and Destination Canada Business Development teams
- Develop bi-annual Travel Trade newsletters to keep partners up to date on Canmore and Kananaskis
- Enter into Joint Marketing Agreements if beneficial to KPIs

Business Events

- Coordinate and attend regional partner opportunities for business events
- Organize and attend applicable Business Event shows and events to promote and represent the destination
- Forward leads to members and follow-up to ensure leads are relevant and are getting executed
- Plan, invite and execute event planner visits in collaboration with neighbouring destinations or Destination Canada
- Develop a bi-annual Business Events newsletter to keep partners up to date on Canmore and Kananaskis

Administration

- Produce trip reports after each business trip including KPIs, trends and learnings
- Populate monthly board report with KPIs, trends and learnings
- Keep up to date with both industry and international market trends
- Develop and stay accountable for annual Business Development budget
- Develop and execute on annual tactical plan
- Contribute to annual business and strategic plans
- Utilize company CRM system to track communications and support KPI tracking
- Develop SOPs for identified operations and department
- Additional tasks as directed

Requirements

Skills and Qualifications

- Minimum five years proven experience in a similar and/or management role
- Proven ability to develop and execute business development strategies
- Strong organizational, time and project management skills
- Excellent written and verbal communication skills, with high emotional intelligence reflecting high interpersonal ability
- Demonstrated experience in stakeholder engagement

General

- Knowledge of the tourism and hospitality industry is required
- Experience working with Large Language Models an asset
- Proficiency with Microsoft Office Suite, SharePoint and Windows

- Working knowledge of CRM systems, HubSpot an asset
- Experience utilizing task management software, Planner or Asana an asset
- Team player with the ability to lead and collaborate across departments
- Tourism, Business, Marketing or Communications Diploma or equivalent experience may be considered
- Valid passport and willingness to travel regionally and internationally for work

Working Conditions

Hours of Work

While the role will primarily be based on regular office hours, Monday through Friday, 8:30 a.m. to 5 p.m., this position requires some travel, after-hours and weekend work to facilitate the needs of the role. Sufficient notice will be provided in these instances, as well as time off in lieu.

Location

Situated amidst the awe-inspiring landscapes of Canmore and Kananaskis, this role isn't just a job; it's an invitation to be an integral part of our vibrant mountain community. We are seeking a candidate who not only possesses the necessary skills but also shares a connection with the Bow Valley. This is an opportunity to contribute to the story of Canmore and Kananaskis while being immersed in the very surroundings that make our destination extraordinary. As such, preference will be given to candidates residing in the Bow Valley region, as we believe that the best storytellers are those who live and breathe the mountain lifestyle every day. Join us in shaping the narrative of one of Canada's most stunning destinations.

Our office is in Canmore, Alberta. This position has the potential to be hybrid after an in-person probationary period.

Diversity, Equity & Inclusion

Tourism Canmore Kananaskis is strongly committed to employment equity within our community, and to recruiting a diverse team of staff. We encourage applications from people of all races, ethnicities, genders, sexual orientations, gender identities, gender expressions, socio-economic standings, ages, religions, and national origins. TCK is an equal opportunity employer committed to considering applicants who identify as part of an equity group. We value a wide range of skills, experiences, and backgrounds and encourage all qualified candidates to apply. We are working to eliminate barriers for applicants and team members from equity-seeking groups. If you require accommodations during the application or hiring process, please contact hr@explorecanmore.ca or 1-855-678-1295.

All applicants are asked to apply by sending a resume and cover letter to hr@explorecanmore.ca.