

## We're Recruiting For...

# Sales Manager

Reporting to the Director of Marketing and Communications, the Sales Manager is responsible for the active solicitation of business for Confederation Centre through direct sales to groups, volume buyers and the travel trade industry. They are responsible for the development and implementation of partnership strategies for businesses and tourism organizations, including but not limited to tour, FIT, volume buyers, accommodations, campgrounds, restaurants, cruise lines and other experience providers.

Duties of the Sales Manager will include, but are not limited to:

- Development and implementation of a sales strategy for group sales, volume buyers, the travel trade market, and event sales.
- Administration of targets, preparation of implementation plans for all new businesses, and management of contracts.
- Evaluation and selection of prospective accounts to increase business and revenue for the organization.
- Leadership of the sales training of external partners and volume buyers for Confederation Centre related programming.
- Development of package incentives to include for all Centre experiences – Art Gallery, theatre, etc. to sell to tour operators, groups and volume buyers.
- Working with the Marketing Manager to continue to develop Confederation Centre's image and identity as a meeting and convention destination within the Charlottetown market.
- Develop partnerships with other local suppliers including, but not limited to restaurants, hotels, tour operators and other experience providers to package and sell to potential clients.

The ideal Candidate will have:

- Three years or more of progressive sales experience.
- Demonstrable and established past sales success, especially in the group and travel trade markets.
- High level of proficiency with the English language for speaking, reading, writing, and comprehension in a professional setting.
- Experience working in an office environment and using Microsoft Office Suite.
- Demonstrated confidence in initiating contact and maintaining professional relationships.
- Class 5 Driver's License and a reliable vehicle.

The following would be considered an asset:

- Experience in other areas of Marketing and Development.
- Experience in the culture and/or tourism sector.
- Previous experience working in the Arts, particularly Theatres, Art Galleries, Museums, or Arts Education.
- Bilingualism (French/English).

### How To Apply

By email to the attention of Stephanie Gallant, Human Resource Manager at [sgallant@confederationcentre.com](mailto:sgallant@confederationcentre.com), or in hard copy during regular business hours at the Security Desk of the Administration Offices located at **145 Richmond Street** in Charlottetown.

Confederation Centre of the Arts is committed to providing equal opportunities in employment. We welcome and encourage applications from people with disabilities and upon request will accommodate candidates taking part in all aspects of the recruitment and selection process.

**Closing Date: 4pm, December 20, 2019**