
Westerner Park is Western Canada's Event Centre... Your Home for Celebration! We provide premier facilities and service for agriculture and trade, sports and entertainment, conferences and meetings. We are community and team focused and continually growing.

Westerner Park is currently seeking an experienced, motivated and creative, Major Events Sales Rep, who will be responsible for attracting new events to the Park. The successful candidate for this position does not necessarily need to be based in Red Deer, the right self-driven individual could be based remotely. The primary role of the Major Events Sales Rep will be to seek out business for our diverse venues on the property to achieve revenue targets for Westerner Park and secure events to enhance our offering for guests to visit the Park.

As Sales Professional, the ideal candidate will be self-motivated, goal oriented, and passionate about paving the way in bringing new opportunities and events for Westerner Park. They will be a significant contributor to revenues and a model example to the sales team in their proactivity, creativity and drive to succeed.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Under the direction of the CEO, the Major Events Sales Rep is responsible for:

Sales and Revenue Generation

- Develop an annual Sales Business Plan with strategies and supporting initiatives that are measurable, strategic, time-bound and relevant
- Source new business across a broad spectrum of agriculture and trade, sports and entertainment, conferences and meetings
- Book convention and meeting groups for short-term and long-term dates
- Contribute to overall revenue goals to include food & beverage, meeting room rental, box office, audio visual and parking
- Plan, organize, and manage daily sales activities to achieve maximum client satisfaction by providing the highest standard of service during the entire sales process
- Quantify projected budgets (revenue and gross profits) to qualify good business for Westerner Park
- Finalize and close program contracts with clients, arranging for program deposit and signed contracts prior to turnover to event production team
- Prepare sales reports including but not limited to forecasts, weekly business development activity reports to evaluate sales effectiveness and progress

Relationships and Client Service

- Work in concert with the team including but not limited to Sales and Catering at Westerner Park to develop new accounts and strengthen and optimize existing accounts



Westerner Park

Major Events Sales Rep

FULL-TIME

- Establish a Network across Canada and South of the Border to attract and promote event bookings, manage client relations, follow up and provide warm introductions to the Westerner Park team
- Coordinate site visits and planning with the appropriate departments at Westerner Park
- Conduct all necessary internal and external meetings in order to foster relationships and synchronize division of responsibilities for a great client experience
- Demonstrate and practice the avoidance of silo thinking and behaviors between departments – reinforce the priority of overall collaboration and organizational success
- Participate in industry related organizations and in the local community to drive and book business
- Work with the department leaders to establish annual unified objectives
- Participate in weekly and/or scheduled meetings with Events, Facility & Catering Sales team to review current opportunities, challenges and discuss sales development initiatives
- Use the Customer Relationship Management System to track all potential and existing clients with respect to prospecting, client relationships, forecasts, and other pertinent information to ensure real time information to relevant parties
- Ensure that records of all prospects/business development contacts, calls and meetings are entered into a database for future reference and for discussions

Marketing and Analysis

- Work with the teams at Westerner Park such as Leadership, Sales, Events and Catering, develop a strong understanding of prospective international, national, provincial, regional and local corporations/entrepreneurial businesses that have, or may have, single, periodic or ongoing needs for trade & consumer conferences, meetings, banquets, and catered events
- Form a solid knowledge base and understanding of business development strategies, preparing proposals, negotiating, as well as understanding specific client requirements for trade & consumer conferences, meetings, banquets, catered events, etc.
- Conduct a SWAT and market analysis to gather intelligence, industry awareness, competitive factors (current and future), venue trends etc. to equip yourself with the knowledge to focus your prospecting efforts most effectively
- Establish a strong understanding of the market and influences that drive event success at Westerner Park
- Manage and analyze market data and performance, develop insights and make recommendations
- Solicit feedback from prospective clients on unsuccessful proposals; determine key reasons for loss of business; review with Leadership, Events, Facility & Catering
- Generate leads and develop innovative program strategies to win business

QUALIFICATION REQUIREMENTS

- Comprehensive knowledge of Hotel & Convention Centre business and Agriculture Events industry sales
- A Bachelor Degree in Sales and Marketing

- 3-4 years of experience in a similar position at large events venue
- Demonstrated success in a similar sales role
- Travel may be required
- Working knowledge of CRM software
- High energy, passion, vision, and superior verbal and written communication ability are highly valued traits for the position
- Creative thinking skills required and willingness to introduce new and innovative sales concepts
- Strong organizational abilities, results driven, and have excellent interpersonal skills to interact with external partners and increase client satisfaction
- Ability to multi-task, work efficiently under deadlines, and demonstrate strong attention to detail
- Ability to build rapport and have impact and influence with decision makers over the phone

A competitive compensation package including base salary plus commission, Group RSP, Health and Dental Benefits and more awaits the successful candidate

AFFILIATIONS Westerner Employee Association — Exempt

TO APPLY Please email Cover Letter and Resume to Human Resources with your name and the name of the position you are applying for in the subject line to HR@westernerpark.ca

This job description is not intended to be all inclusive and Personnel may perform other related duties as requested to meet the ongoing needs of the organization.

Thank you for your interest with Westerner Park. We look forward to reviewing your application

Important Message: We thank all those who apply. Only those selected for further consideration will be contacted. This position will remain posted until successful applicants are found.