The Indigenous Tourism Association of Canada is seeking an experienced applicant in the position of Sales Manager to take on a Contracted temporary position.

Based in Vancouver and reporting to the Director of Marketing, the role of the Sales Manager is responsible for administering, organizing and developing the Indigenous Tourism Association of Canada (ITAC) sales as well as expand sellable experiences internationally among market-ready ITAC members. This position will also assist the marketing department in promoting indigenous experiences to the world. One important role of the Sales Manager will be to deliver corporate and marketing communications materials in the French language.

This position requires excellent organizational skills with a focus on achieving results and meeting goals in line with ITAC’s high standards, as well as excellent bilingual communication skills and the ability to effectively collaborate with internal and external partners on a regular basis creating positive industry awareness and building strong relationships.

This position is a remote-based position, therefore, we are open to resumes from across Canada.

Responsibilities include (but are not limited to):

1) Member Development
   - Support the implementation of the marketing strategy to achieve KPI’s
   - Assist members to perfect their market readiness and expand their online exposure and experience booking initiatives
   - Work with the Director of Marketing to develop marketing and communications initiatives which support business goals of the organization.
   - Work with internal staff and consultants on programs to support the development of market-ready and export-ready products and programs
   - Establish package components with members and determine optimal pricing & retail distribution through established agency sales and online platforms
   - Assist with creating sales & marketing materials and liaising with contracted designers

2) Sales
   - Assist with logistics and activities that enable members to increase sales and exposure
   - Expand the ITAC member migration to the online sales platform of Meridian Reservations System
   - Engage members and tourism partners throughout Canada to develop experience packages and optimize revenue generation by direct sales and third-party distribution.
• Organize and attend international marketplaces and sales opportunities on behalf of ITAC such as: Rendezvous Canada, ITB, Sales Missions, Showcase Canada Asia, etc.
• Create and conduct familiarization tours, story concepts, media events, sales missions and promotional materials which promote Indigenous tourism and ITAC’s members
• Develop strategic partnerships with receptive tour operators, tour operators, travel agents and other 3rd party distribution channels in key and emerging markets to grow Indigenous experience inclusions in brochures / tariffs
• Work with the marketing team in achieving specific sales KPI’s.
• Develop a thorough understanding of the current Indigenous experiences offered in Canada, and stays current as more products become available
• Develop and maintain a strong network of tourism multipliers through innovative channels
• Provide weekly reports on divisional accomplishments and activities
• Prepare show and marketplace reports
• Attain or exceed KPI metrics

3) Travel Logistics and Policies
• Assist with meeting and events travel for ITAC employees and board members
• Support the International Indigenous Tourism Conference (IITC) Steering committee with planning and operations

4) French Language Communications
• Translate and prepare French language communications for weekly e-newsletters, daily social media postings and corporate press releases as required
• Lead sales activities in French markets and liaise with our French speaking members

Education:
• Post-Secondary degree/diploma with a focus on Tourism, Marketing, Business or equivalent

Recent (within the past 10 years), related, experience:
• Knowledge of Indigenous communities, businesses and similar organizations across Canada
• Experience working with Indigenous communities
• A minimum of 10 years experience in the tourism industry
• Strong experience with package development and sales generation tactics
• Involved in economic development and/or training and capacity development
• Experience working with budgets
• Experience working with travel trade
• Experience in working with non-profit organizations
• Must hold a valid Passport with the ability to travel internationally
• Excellent written and verbal communication skills
• Solid organizational skills including attention to detail and multitasking skills
• Strong working knowledge of Microsoft Office and of project management tools
• Bilingual French/English with the ability to read, write and speak fluently

Skills and Abilities:
• Excellent written and verbal communication skills including corporate report writing
• Solid organizational skills including attention to detail and multitasking skills
• Strong working knowledge of Microsoft Office and of project management tools
• Bilingual French/English with the ability to read, write and speak fluently
• Ability to manage competing timelines
• Excellent relationship building skills
• Ability to plan and prioritize workload
• Independent self-starter
• Adaptable and flexible to changing priorities
• Extensive travel is required with this position

To apply to this position please respond by email to HR@chemistryconsulting.ca with the following position title in the subject line “ITAC Sales Manager” and attach a cover letter and resume outlining your experience and qualifications and rate of pay expectations.

We thank all those who submit an application, however, only those shortlisted will be contacted for an interview. Please no phone calls.