

## About Us

We are Edmonton's Destination Management and Marketing Organization (DMMO). We also manage two of Edmonton's award-winning venues, the Edmonton Convention Centre and the Edmonton EXPO Centre. We help tell Edmonton's story, elevate the Edmonton experience, and drive inbound visitation and economic impact in the visitor economy.

Working together in a one-team approach aligned by our core values, Explore Edmonton's business units' market and sell Edmonton as a year-round destination to visit, work, and play in while also developing products and experiences that have a uniquely Edmonton flavour. And by incorporating the management of the city's two award-winning venues into Explore Edmonton, we are uniquely positioned to attract major events, meetings, and conventions to our city, generating greater economic impact. While Explore Edmonton's mandate is focused on generating inbound visitation, what we do and how we do it also enhances and amplifies the quality of life for Edmontonians. The people who live here are our greatest ambassadors, so making it easier for them to love our city makes it easier for us to sell it.

Managed by Explore Edmonton Corporation, the Edmonton Convention Centre and Edmonton EXPO Centre both work toward a vision of being among North America's top-performing venues and achieve that vision through a commitment to positive social, environmental, and economic impact. As two of Edmonton's largest and busiest venues, the Edmonton Convention Centre and Edmonton EXPO Centre have a combined 672,000 square feet and welcome more than 1.8 million visitors every year.

## About the Position

Reporting to the Program Manager, the Exhibit Sales Specialist will join the Community Initiatives and Agriculture team. As a proactive and passionate professional, you will play a pivotal role in increasing the number and diversity of vendors at our self-produced events, including KDays and Farmfair. The successful candidate will work directly with businesses, markets, collectives, retailers, and other business hubs to expand and diversify our vendor base.

The successful individual will:

- Complete sales calls daily to engage current and potential clients.
- Achieve & report on weekly, monthly, and annual sales targets as set by management.
- Document all sales interactions comprehensively in the CRM system.
- Cultivate and manage relationships with exhibitors to ensure satisfaction and deliver exceptional service.
- Utilize consumer research data to understand attendee demographics and tailor sales pitches accordingly.
- Continuously generate leads from various sources including media advertisements, internet platforms, competitor shows, and industry associations.
- Maintain and update sales database in adherence to company guidelines.
- Participate in relevant professional associations, attend meetings, and network with members.
- Attend competitive shows/events to identify opportunities and promptly follow up on leads.
- Familiarize oneself with show features, marketing strategies, and promotional plans to optimize sales efforts.

- Participate in weekly conferences with manager and team, occasional in-person meetings, and regular company gatherings.
- Coordinate with trades and external contractors to provide necessary information for trade show and vendor activation spaces successful execution.
- Ensure proper marking of vendor areas, both indoor and outdoor, for efficient move-in processes.
- Liaise with trades and setup crews to meet vendors' service requirements, both indoor and outdoor, during move-in.
- Remain present throughout move-in days to address issues and provide direction as needed.
- Oversee and maintain the appearance of vendor areas to meet quality standards before and during the event.
- Collaborate with relevant stakeholders such as health services, authorities, and inspectors as necessary.
- Maintain ongoing communication with vendors to address guest complaints and operational issues.
- Execute vendor programs with the Commercial Exhibits team to ensure food safety, guest satisfaction, and accurate revenue reporting.
- Conduct audits to ensure vendors adhere to food safety, guest service, and revenue reporting standards.
- Supervise trades and setup crews during site tear-down post-event.
- Assist in troubleshooting any issues during vendor teardown..
- Follow up post-event with stakeholders, vendors, and organizational teams to capture necessary feedback for successful future events.
- Collaborate with the Commercial Exhibits team to brainstorm enhancements and expansions for vendor programs across Explore Edmonton events.
- Work with leadership to develop plans and budgets for maintaining and expanding vendor programs, processes, and procedures.
- Document all programs, processes, and procedures for leadership, the Commercial Exhibits team, and vendors, outlining requirements and consequences for non-compliance.
- Execute all programs, processes, and procedures during events.
- Conduct post-event audits with leadership and the Commercial Exhibits team to evaluate effectiveness and make necessary adjustments.
- Provide feedback to vendors post-event.
- Offer feedback to the Commercial Exhibits team on the execution of vendor programs, processes, and procedures as needed.
- Solicit feedback from the Commercial Exhibits team and vendors post-event to assess appropriateness and inform future expansion and upgrades discussions.
- Provide on-site trade show management during events and support in coordinating move-in/move-out processes.

The ideal candidate will have:

- Post-secondary education in business, marketing or related field.
- 2+ years, preferably within a telephone-based inside sales, outbound calling environment.
- Previous experience in a customer service or retail environment, demonstrating interaction with customers and understanding of sales processes, and solution-focussed.

- Strong communication skills, both verbal and written, to effectively engage with customers and convey product/service information.
- Basic understanding of sales principles and techniques, such as prospecting, lead generation, and closing deals.
- Familiarity with CRM software , ZOHO preferred
- Ability to work in a fast-paced environment, handle rejections positively, and maintain a positive attitude.
- Eagerness to learn and grow in a sales role, with a proactive approach to seeking feedback and improving sales skills.
- Demonstrated teamwork and collaboration skills
- Willingness to adapt and respond to changing market trends and customer needs.
- Experience with Microsoft Office 365
- Excellent EXCEL skills
- Availability to work overtime as required.

If this role piques your interest, please submit your cover letter to let us know how you feel you could make an impact along with your resume. Please submit your interest no later than **June 13, 2024**.

Explore Edmonton encourages, supports, and celebrates a diverse and inclusive work environment. We strive to create a workplace that reflects the city we promote and where our employees feel safe and supported every day.