

## **ABOUT THE POSITION**

The Community Initiatives and Agriculture team is looking for a dynamic and results-driven Exhibit Sales Lead to join our team and spearhead our exhibition sales efforts. The ideal candidate will be responsible for cultivating and maintaining relationships with exhibitors and driving sales strategies. With a keen understanding of the events industry, this individual will work closely with various internal team members to ensure seamless coordination of exhibit spaces and ensure a high level of customer satisfaction.

An Exhibit Sales Lead plays a pivotal role in managing and driving sales for exhibitions, conventions, or trade shows. They are responsible for identifying and securing exhibitors and maintaining relationships with key clients. The role requires a strategic thinker that is passionate about everything exhibits and has excellent communication and negotiation skills to create compelling sales pitches and close deals. Additionally, they often collaborate with event teams to ensure smooth execution and customer satisfaction.

### **The successful candidate will have the following:**

- Post secondary in business, marketing or an extensive knowledge of sales, marketing resource building. Relevant experience may be considered.
- 2+ years of sales experience, preferably within a telephone-based inside sales, outbound calling environment.
- Experience with recruiting vendors, building relationships and strong event execution skills.
- Excellent Problem-solving and critical thinking skills.
- Outstanding communication and interpersonal skills, work in collaboration.
- Strong organizational skills, detail-oriented, and ability to multi-task.
- Ability to work a variety of hours depending on the event.

## **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.

The Community Initiatives and Agriculture team is the arm of Explore Edmonton Corporation that stewards legacy events like KDays, Canadian Finals Rodeo and Farmfair International. We are also a team of urban agriculture enthusiasts that continue to make an impact with projects and programs geared to education, community partnerships, and sustainability.

There is no better example of our work in the community to connect people to food and farming within the city limits than at the Explore Edmonton Urban Farm, and no better way to show our commitment to the quality of life of Edmontonians than through the events that our teams support.

### HOW TO APPLY

If this role piques your interest, please submit your cover letter and resume no later than **October 30, 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.