



Exhibition Place

Job Opportunity

Job Title: Director, Sales & Marketing

Salary Range: \$142,129.00 – \$179,614.00

Job Type: Permanent

Hours of Work: 70 hours bi-weekly

Posting Date: January 6, 2025

Closing Date: January 20, 2025

Primary Function

As a member of the leadership team, direct and provide leadership to the Sales & Marketing areas for the direct management of the division, including the operational, financial, and planning objectives, as well as representing the Board in the implementation of the marketing strategy in Toronto, nationally and internationally.

Major Responsibilities

- Develop and lead complex change management initiatives and the development of internal policies, sales and marketing procedures and strategic objectives.
- Identify and evaluate the risks to the organization's affiliations (staff, clients, volunteers, and contractors), property, finances, goodwill, and image and implement measures to control risks.
- Direct the development and implementation of comprehensive annual sales and marketing strategic business plans to drive revenue and increase market share.
- Direct and develop joint sales and booking strategies and tactics with Hotel Tenant.
- Initiate and direct development of International and United States sales prospects, lead generation and ensue negotiations.
- Directly responsible for sales and management of Exhibition Place's largest meeting, convention and exhibition clients and major city-wide events.
- Direct and manage client negotiations, maintain key customer relations.
- Develop and implement internal programs fostering high level customer service for event organizers, exhibitors and patrons.
- Liaise with exclusive food services provider on catering sales programs, food function bookings, collateral materials, etc.
- Direct sales activities such as direct sales calls, marketing, prospecting, direct mail campaigns, social media engagement and FAM Tours and site inspections.
- Participate on Destination Toronto's Sales Advisory Committee and work with City of Toronto Economic Development & Culture Division to increase economic impact for the city and Exhibition Place by closing large city-wide conventions.
- Direct development of media relations campaign for trade, national and local publicity coverage and provide media liaison support.
- Direct development of marketing strategies to promote Exhibition Place and our tenants and community-based programming
- Direct and manage social media marketing, advertising and brand management for all venues.
- Monitor market conditions for trends, issues, or other conditions requiring modifications in sales activities and strategies.
- Oversee preparation and management of annual budget for all rental revenue and foodservices commission revenue derived from meetings, conventions, exhibitions and events.
- Set and monitor sales quotas and goals for sellers
- Oversee electronic and print advertising concepts, and placement schedules as well as negotiating rates, editorial support, etc.
- Develop and manage operating budget for the division, and provide input to the capital budget and development of systems infrastructure, including working with external consultants.



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- Participate on project teams as a strategic resource in a leadership capacity to ensure new internal processes are implemented in a clear and concise manner.
- Perform other duties as assigned.

Required Qualifications

1. Completion of a university degree in related field or equivalent combination of education and experience in a discipline pertinent to the job function.
2. Extensive experience (minimum 5-10+ years) at a senior level in marketing in a major high profile event facility environment.
3. Previous leadership experience (minimum 5-10+ years) directing and managing a sales team (hiring, coaching, mentoring, etc.) in a sales and marketing environment.
4. Strong functional ability in the use of a standard office suite and CRM software programs.
5. Exceptional analytical and critical thinking skills with the ability to evaluate complex situations, identify key issues, and develop innovative solutions
6. Ability to promote effective teamwork and understand the importance of managing change effectively.
7. Excellent skills in the area of verbal and written communications, interpersonal, conflict resolution and problem solving at all organizational levels including political level, third party clients, contractors, etc.
8. Highly developed presentation skills and professional appearance.

How to Apply:

For internal applicants, please login to [ADP](#) and **Click on MYSELF > Talent > Career center**

For external applicants, go to [ADP Workforce Now](#)

Diversity, Equity, and Inclusion:

Exhibition Place is committed to fostering an inclusive, accessible environment where all employees and members of the public feel valued, respected, and supported. We are dedicated to building a workforce that reflects the diversity of the public and the communities in which we live and serve.

Accommodation:

If you are an individual who requires accommodation to apply to this position, due to disability under the Ontario Human Rights Code, please email us quoting the job title and closing date. Exhibition Place is committed to providing Code-protection accommodation throughout its hiring process.

We thank all applicants for their interest in this opportunity. However, only those selected for an interview will be contacted.