

<b>Job Title</b>	Director of Sales
<b>Department</b>	Sales
<b>Employment Type</b>	Full-Time
<b>Manager</b>	Senior Commercial Director – West
<b>Location</b>	Vancouver

## About Element Event Solutions

Element Event Solutions is Canada's premier provider of tent and event services, orchestrating over 30,000 memorable events annually in partnership with top venues, caterers, planners, corporate partners, and private hosts. Established in 1911 as Chair-man Mills, our company has grown through a legacy of excellence with renowned brands including Event Rental Group, Contemporary Furniture Rentals, Regal Tent Productions, Advanced Tent Rental, A&B Partytime, Loungeworks, MacFarlands Events, and Higgins Event Rentals.

Driven by our mission to craft engaging spaces that foster remarkable experiences and connections, we provide the infrastructure essential for Canadians to unite through social, corporate, philanthropic, and community gatherings. Proudly Canadian-owned and operated, we are committed to family values and investing in our local communities.

## Position Summary

Element Event Solutions is seeking an innovative and strategic Director of Sales to grow business volume through specified channels and markets. The ideal candidate will have a strong understanding of the event industry, sales strategies, marketing and market trends.

- Corporate Groups & Associations
- Meetings & Conventions
- Festivals including music, arts, culture, community
- Sports & Entertainment
- Live entertainment & premium experiences
- Other channels as assigned

## Key Responsibilities

- Develop and implement strategies to leverage existing relationships, acquire new clients and expand market share.
- Research and identify potential clients in target markets, generating new leads through cold outreach, networking, and attending industry events.
- Lead the sales cycle from prospecting to closing, including presentations, negotiations, and contract discussions.
- Build and maintain relationships with meeting planners, wedding planners, tourism partnerships, corporate clients, community groups and Associations, DMC's and trade

organizations. Establish and nurture relationships with new clients, understanding their business needs and delivering tailored solutions

- Collaborate with the Commercial Director in establishing rates and discounts
- Continuously monitor market trends, competitor activities, and industry developments to identify new opportunities.
- Track, analyze, and report on sales performance, providing insights and recommendations for continuous improvement.
- Meet or exceed new sales targets and key performance indicators (KPIs).
- Contribute to marketing strategy by collaborating with the national marketing team to ensure regional presence across social media (Facebook, Instagram, website, and email marketing) monitoring for consistent engagement and audience expansion.
- Align marketing programs with Element Commercial Plans ensuring all activities support the organization's goals.
- Build and foster partnerships to strengthen audience engagement and identify new growth opportunities through strategic marketing initiatives.
- Continuously develop and implement strategies to enhance brand visibility, drive community engagement, and grow overall awareness.

## Requirements & Qualifications

- Minimum 5 years of experience in business development, marketing & sales, or a related field preferably in the event industry.
- Bachelor's degree in business, marketing, hospitality, or a related discipline preferred.
- Proven experience in sales within the events/live entertainment industry.
- Strong analytical skills with a keen understanding of market dynamics
- Proven track record of meeting or exceeding sales targets.
- Exceptional communication, negotiation, and presentation skills.
- Ability to build and maintain relationships with high-level executives and key stakeholders.
- Capable of thriving in a fast-paced, high-pressure environment, with the ability to multi-task.
- Availability to work events, including evenings, weekends, and holidays as needed.
- Vehicle required