



**Employment Opportunity  
Manager, Sport & Special Events**

February, 2025

**Join the Team That's Putting Regina on the Map!**

Are you a dynamic, results-driven professional who thrives on building relationships, creating opportunities, and driving business growth? Do you want to be part of a forward-thinking organization that's shaping Regina's future as a premier event-hosting destination? If so, the **Regina Hotel Association (RHA)** wants to hear from you!

**Who We Are**

At the RHA, we don't just support hotels—we power Regina's visitor economy. Representing 24 of the city's top hotels, with over 3,200 guest rooms and 1,400 employees, we drive impact through innovative marketing, strategic advocacy, and high-impact business development. Through Events Regina Sport, our dedicated sports and special events division, we attract and secure premier events that generate room night sales and boost tourism in our city.

Now, we're looking for a Business Development Professional to join our Events Regina Sport team — someone who's ready to champion Regina as Canada's go-to event destination!

Interested applicants can send their resume to [info@stayinregina.com](mailto:info@stayinregina.com) by Friday, Feb 21 at 5:00 pm.

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**POSITION**

Reporting to the Director, Sport & Special Events, you'll be at the forefront of securing sporting and special events that bring visitors to Regina. Your mission? To create winning bid-to-host opportunities for our member hotels that drive revenue growth.

**TERM** Effective March 1, 2025

**JOB TYPE** Full-Time, Permanent

**SALARY Range:** \$65,000 – \$75,000

**You Will:**

- ✓ Develop new business opportunities through prospecting, networking, and lead generation.
- ✓ Manage and grow relationships with clients, partners, and key stakeholders.
- ✓ Represent Regina at national sport industry tradeshow and sales missions (up to 8 weeks of travel per year).
- ✓ Craft compelling event bids by collaborating with hotels, venues, local champions, and tourism partners.

- ✔ Plan and execute sales and marketing activities to promote Regina as the best event-hosting destination.
- ✔ Coordinate site visits, familiarization tours, and promotional events to showcase our city's strengths.
- ✔ Support special projects and contribute to RHA's business growth strategy.

### What You Bring to the Table

We're looking for an innovative, energetic, and strategic thinker with:

- ✔ A passion for sales & business development – You love the thrill of securing new opportunities.
- ✔ Strong relationship-building skills – You know how to connect, engage, and influence.
- ✔ Exceptional communication & negotiation abilities – You close deals and inspire confidence.
- ✔ Top-notch organizational & multitasking skills – You manage multiple projects with ease.
- ✔ A results-driven mindset – You're focused on outcomes and making an impact.
- ✔ Tech-savviness – You're comfortable with CRM systems, Microsoft Office, and creative tools like Canva and Adobe Creative Suite (InDesign).

Bonus points if you have:

- ◆ Experience in sales, marketing, or event planning
- ◆ A background in hospitality, tourism, or sports marketing

### The Perks

- ✨ Competitive Salary: **\$65,000 – \$75,000**
- ✨ Full-Time, Permanent Role
- ✨ Work with a High-Energy, Passionate Team
- ✨ Exciting Travel Opportunities Across Canada
- ✨ Shape the Future of Regina's Event Landscape

### Other Requirements

- 📍 Valid **driver's license** and access to a vehicle
- ✈️ Valid **passport** (occasional international travel may be required)
- 🕒 Ability to **work flexible hours** (some evenings & weekends at tradeshow and events)

## **KNOWLEDGE, SKILLS AND ABILITIES**

### **Education & Knowledge**

- Sales and marketing experience combined with post-secondary education.
- Proven ability to execute a project from inception to completion.

### **Skills**

Must demonstrate the following skills:

- Strong organizational and project management
- Adaptable with ability to openly embrace new software programs and systems
- Ability to successfully multi-task and prioritize
- Team player with ability to also work independently
- Strong oral and written communications (writing, proofreading and editing)
- Detailed and deadline oriented
- Strong interpersonal and public relations
- Excellent time management and efficient decision maker
- Creative and pro-active

### **Personal Attributes**

Must maintain strict confidentiality in performing duties and demonstrate the following personal attributes:

- Honest and trustworthy
- Respectful with sound work ethics
- Flexible and independent
- Agree to work flexible hours (including weekends and evenings)
- Ability to socialize and network independently in a professional setting
- Ability to set-up, lift and stand for long lengths of time during tradeshow
- Travel (across Canada) will be required
- Valid drivers license and have access to a vehicle
- Valid passport and ability to travel outside of Canada

### **Important Disclaimer Notice**

The job duties, responsibilities, skills, functions, experience, educational factors, and the requirements listed in this job description are representative only and not exhaustive of the tasks that an Employee may be required to perform. This job description does not constitute an employment agreement between the Employer and Employee. The RHA reserves the right to revise this job description at any time and to require employees to perform other tasks as circumstances or conditions of its business, competitive considerations, or the work environment change.