

## JOB DESCRIPTION

### POSITION

Title:	Senior Manager, Business Development
Reporting To:	VP, Destination & Community
Status:	Full-time
Salary:	\$80,000 - \$86,000
Location:	Richmond, BC

### WHO WE ARE

**Our Purpose:** *To ensure Richmond and our community benefit from a thriving visitor economy*

**Our Vision:** *Richmond is a can't-miss part of the Metro Vancouver experience*

**Our Values:** *We are EPIC: Excellence | Passion | Integrity | Collaboration*

### ABOUT THE ROLE

As **Senior Manager, Business Development**, you'll lead the team responsible for bringing Richmond's business events and destination growth strategies to life. You'll work closely with the **VP, Destination & Community** to drive measurable outcomes in lead generation, revenue growth, and economic impact — while fostering a collaborative, inclusive, and high-performing team culture.

You'll also oversee Richmond's business events incentive programs, industry partnerships, and major trade initiatives like sales missions, site visits, and familiarization tours.

### WHAT YOU'LL DO

- Lead, coach, and mentor a talented Business Development team.
- Support and execute Richmond's annual business development strategy.
- Oversee programs and partnerships that elevate Richmond's national and international presence.
- Manage budgets, track KPIs, and report on economic impact and ROI.
- Use CRM and digital marketing tools to strengthen the sales pipeline and inform decisions.
- Build strong relationships with hotels, venues, and tourism partners.
- Champion inclusion, sustainability, and accessibility across programs and events.

### WHAT YOU BRING

- 5–8 years of progressive experience in business development, sales, or destination marketing, with at least 1–3 years in a management role.

- A degree in Business, Marketing, Tourism, or a related field (or equivalent experience).
- Proven success driving measurable growth through strategy and execution.
- Strong leadership, project management, and financial acumen.
- Experience in or familiarity with the tourism, hospitality, or DMO sector.
- Proficiency with CRM systems (iDSS preferred), MS Office, and digital tools.
- Active involvement in professional associations like MPI, PCMA, or TIAC is an asset.
- A commitment to values-based leadership and inclusive collaboration.

## WHY JOIN US?

At Tourism Richmond, we're passionate about connection — between people, ideas, and communities. You'll join a team that values innovation, integrity, and impact, working together to make Richmond one of BC's most vibrant, inclusive, and sustainable destinations.

## READY TO APPLY?

Click [here](#) to view full job description. Submit your resume and cover letter to [careers@tourismrichmond.com](mailto:careers@tourismrichmond.com) before October 31, 2025.