

BERMUDA

TOURISM AUTHORITY

The Bermuda Tourism Authority (BTA) is the official destination marketing organization of Bermuda. We are a dynamic, independent and entrepreneurial tourism enterprise dedicated to driving Bermuda's evolution as a world-class tourism destination.

The BTA is looking for an **Experiences Project Manager**.

With responsibilities based in **Bermuda** the Experiences Project Manager will be reporting directly to the VP of Experiences and will be responsible for the execution and project management of Experience programmes, events and any other initiatives as assigned. This role develops the cultural experience in Bermuda while preserving the historical integrity and authenticity of the Island.

Duties and responsibilities are varied and not limited to:

- Develop activations and implement events created in-house, as well as partner-supported events
- Supports partner-driven events and/or experiences with BTA inclusion and participation
- Collects on-island event/experience information to ensure BTA's events calendar is accurate
- Oversee and execute project plans for signature BTA events and any other projects as assigned
- Maintain and develop positive external partner relationships with key tourism and industry stakeholders
- Identify opportunities to drive potential additional revenue or ROI for Bermuda tourism economy via activations
- Draft RFPs and request-for-quote documents issued to service providers
- Collaborate with Sales and Marketing to provide liaison and client account management services for designated groups/accounts and organizers of group events and/or meetings
- Maintain knowledge and status of each group's needs, commitments, accommodation requirements, temporary event staffing needs, information desk and follow-up through entire event, to include weekend and evenings if necessary
- Attend and or facilitate pre-event and post-event meetings; produce post-event reports in a timely manner, for monitoring quality of service/BTA service standards
- Maintain documentation in CRM system related to group account management; enter all notes with specific details of activities and associated documents
- Coordinate and conduct site visits for assigned groups; assist Sales and Marketing with site visits as needed
- Deliver Experience presentations, including welcome presentations to groups and clients
- Maintain knowledge of present and future event venues, hotels, local service providers, including maintaining CRM databases for analysis, services sourcing, follow ups, etc.
- Maintain knowledge of, and provide input to, all promotional materials available to groups
- Assist VP of Experiences with special projects and service programs as needed, and as assigned
- Advocate on behalf of the BTA brand with external stakeholders across all communications channels and vehicles
- Have a keen understanding of the BTA mission, vision and goals and the National Tourism Plan, including key initiatives, quick wins, and timelines
- Demonstrate a complete commitment to the goals and mission of BTA
- Other duties as required

The successful candidate must possess:

- Bachelor's degree in a related field (Tourism, Marketing, Event Management)
- Recent experience of a minimum of three + years within the live events and/or ticketing sector
- Demonstrated interest or experience in connecting event management and/or customer service programs with local economic development
- Demonstrated experience with event planning, marketing (including social media), customer account management and/or communications
- Excellent interpersonal, communication (written and verbal) and organizational skills with the ability to multitask and work within tight deadlines
- Ability to prioritize activities and deliverables and manage communications through multiple channels
- Superb planning and an ability to execute initiatives through completion
- Demonstrated ability to convey a sense of urgency, openness to new ideas, inclusion & diversity, integrity, customer focus, and respect
- Demonstrated ability to work effectively with diverse groups of people
- Proficient computer skills
- Willingness and ability to work flexible hours, including weekday evenings and weekends, or from home

We invite you to submit your application online via our Employment Opportunities page at <https://www.gotobermuda.com/bta/employment-opportunities>

Applications for this position must be received no later than **July 29th, 2022**.