



## **Director, Membership**

(SALES AND SERVICE LEADERSHIP POSITION)

### **ABOUT ACTA**

Established in 1977, the Association of Canadian Travel Agencies (ACTA) is a national trade association representing the retail travel sector of Canada's travel industry. ACTA is an industry-led, non profit, membership-based organization.

Our members include retail travel agencies (leisure and corporate travel in a blend of bricks and mortar, home-based, and online agencies) and suppliers such as travel wholesalers, airlines, hotels, destination marketing organizations, cruise and rail lines, and automobile rental companies. We represent the interests of Canadian travellers through our retail members who employ over 15,000 travel professionals.

### **POSITION PROFILE**

The Director, Membership is a key member of ACTA's senior management team and is accountable for growing the membership base of the organization in all membership categories, membership benefit program usage, and servicing member needs on a national level, with a focus on key membership accounts.

The ideal candidate is an experienced, resourceful sales leader who has extensive knowledge of the Canadian travel industry. The candidate will have excellent business development skills and will collaborate with a highly engaged, dedicated, national team who are passionate about customer service and are committed to making a difference for Members and the Canadian travel industry. Ideally, this position will be located in Ontario.

### **RESPONSIBILITIES**

The core responsibility of the Director, Membership is to deliver on ACTA's strategic initiatives as they pertain to all membership categories nationally. The Director, Membership leads a team of Membership Managers across Canada and is personally responsible for attracting, retaining, and growing membership and membership program usage for key accounts, as well as delivering on ACTA's four pillars (Advocate, Educate, Promote and Connect). The Director, Membership will collaborate with the senior management team on association initiatives.

### **KEY ACCOUNTABILITIES**

- Lead the Membership Acquisition and Retention Team (3 Membership Managers – Western Canada, Eastern Canada, Quebec) in growing ACTA membership in all membership categories including Retail Travel Agencies, Certified Travel Counsellors, Certified Travel Managers, and Industry Suppliers
- Act as the lead on acquisition and retention of large national membership accounts
- Retain and expand existing ACTA members by building excellent relationships with members, particularly Key Membership accounts through excellent customer relationship management

- Prepare financial forecasts and monitor performance against monthly and annual objectives to ensure continuous improvement of membership team activity and results through team meetings, as well as one-on-one sales coaching sessions

#### **COMPETENCIES AND SKILLS**

- Strong leadership capabilities to lead, coach, and motivate a remote Regional Membership Manager team (Sales and Service Team)
- Excellent sales capabilities including attracting, retaining and expanding relationships with large national travel agencies
- Excellent sales leadership skills including expertise in budgeting, metrics development, developing sales activities that will achieve results, sales coaching and reporting
- Strong customer service orientation
- Excellent communication and presentation skills
- Understanding of Canadian travel industry
- Creative, energetic and outgoing

#### **CREDENTIALS**

- College Diploma or University Degree in Travel and Tourism or Business related program
- Minimum of 5+ years in a Business Development Leadership role
- Bilingual in English and French is an asset.

Submit resume with cover letter to [careers@acta.ca](mailto:careers@acta.ca) by March 27, 2017. Only those selected for an interview will be contacted.