

Callow

EVENTS

Sinclair House, 89-101 Royal Avenue, Belfast, BT1 1EX

<https://callowevents.co.uk/>

[Callow Events \(@callowevents\)](#)

Job Title: Destination Management Manager

Job Terms: Full-time position

Salary: Competitive base salary & OTE to be discussed dependant on experience

Job Description

We are looking for a driven, personable and commercially minded **Destination Management Manager** to lead and grow the Destination Management side of Callow Events, Northern Ireland's leading event management and destination management company, delivering exceptional events and experiences across the UK, Ireland and internationally.

This is a new, role at the heart of Callow Events' strategic growth within the Meetings, Incentives, Conferences and Events (MICE) market, with a particular focus on attracting incoming corporate, association and incentive business to Northern Ireland. You will be the face of our Destination Management Services, building relationships with international buyers, agencies, event planners and corporate clients, while identifying new business opportunities and converting enquiries into exceptional destination management programmes.

This individual must be a natural relationship builder and confident representing the business at industry events, trade shows, networking opportunities and client meetings, both locally and internationally. You will also need outstanding project management, leadership and event delivery skills to oversee the planning and delivery of destination management programmes alongside the wider Event Delivery Team. With a keen eye for detail, creativity and a passion for showcasing the very best of Northern Ireland, you will ensure every client experience reflects the exceptional standards Callow Events is known for.

As Destination Management Manager, you will play a lead role in shaping the commercial strategy, sales pipeline and delivery of our Destination Management Services, working closely with the Management Team to drive the continued growth of this exciting division.

You will take a central role in new business development, client relationships, proposals, programme budgets and project delivery, with support from the management team as the division grows.

Duties and Key Responsibilities:

- Lead the growth and development of Callow Events' Destination Management Services, working to the agreed strategy and sales targets for the MICE market.
- Proactively identify and develop new business opportunities with corporate clients, incentive houses, event agencies, professional conference organisers (PCOs) and travel trade partners across the UK, Europe and internationally.
- Manage the internal sales and marketing budget for the Destination Management service line, tracking spend and reporting on return on investment (ROI) to the Managing Director and Associate Director.
- Act as the primary point of contact and trusted advisor for Destination Management clients, managing relationships from initial enquiry through to proposal, contracting and delivery.
- Lead client site inspections and familiarisation visits, showcasing Callow Events' destinations, venues and suppliers to prospective and confirmed clients.
- Represent Callow Events at relevant trade shows, sales missions, familiarisation trips and industry events, both locally and internationally, to build brand awareness and generate new leads.
- Develop and strengthen relationships with key suppliers, venues, hotels and destination partners, negotiating rates and contracts on behalf of the business.
- Build and maintain relationships with key strategic partners to identify commercial opportunities, leads and collaborations.
- Manage the Destination Management sales pipeline and income targets, working with the Management Team to enhance profitability and develop new revenue streams.
- Work collaboratively with the Event Delivery team, delegating tasks, reviewing work and supporting their development.

- Design and deliver bespoke, authentic destination programmes across Northern Ireland, the Republic of Ireland and the UK, including tours, activities, accommodation, transport and entertainment.
- Project manage conferences, incentives and corporate events end-to-end, from proposal through to completion, with the support of the Event Delivery team.
- Manage programme budgets, suppliers and logistics, ensuring cost, quality and client expectations are met at every stage, with the support of the Event Delivery team.
- Research industry trends, competitor activity and new destination experiences to keep Callow Events' offering fresh, unique and competitive.

Core office hours are Monday – Friday, 9:00 a.m. to 5:00 p.m. Additional evenings, weekends and international travel will be required as needed for client meetings, trade shows and event delivery.

Essential Criteria

- 3rd Level Qualification, preferably in Tourism, Events Management, Business Management, Marketing or a related field.
- Minimum 2 years' experience in a MICE, business events, incentive travel, conference or destination management role (whether within a DMC, tourism board, convention bureau, venue or hotel group).
- Proven track record of business development and new client acquisition, with the ability to build a sales pipeline from cold leads through to confirmed business.
- Experience managing and developing client relationships, acting as the primary contact for key accounts, including international clients.
- Knowledge of Northern Ireland's tourism landscape, including Tourism Northern Ireland, Visit Belfast and key venues and suppliers.
- Experience designing, costing and delivering bespoke programmes or events end-to-end, from proposal through to on-site delivery, including owning revenue or profitability targets.
- Confident, polished communicator, comfortable presenting and representing the business at client meetings, trade shows and industry events.
- Strong computer literacy, including proficiency in Microsoft Office applications (Word, Excel and PowerPoint).

- Excellent attention to detail and accuracy in all documentation, with strong oral and written communication skills.
- Excellent time management skills, with the ability to multitask, prioritise workload, and meet deadlines in a fast-paced environment.
- Willingness and ability to travel within the UK, Ireland and internationally as required.

Desirable Criteria

- An established network of contacts within the MICE, incentive travel or conference industry, locally, in Europe or internationally.
- Experience working within a Destination Management Company (DMC) specifically.
- Experience managing or mentoring team members, and confidence delegating tasks to an Executive or Assistant.
- Full UK driving licence with access to a car during employment.
- Familiarity with event or project management software (e.g. MONDAYS).
- Membership of, or willingness to engage with, relevant industry bodies and accreditations (e.g. Site, MPI, ABPCO).
- Experience working in a fast-paced, customer-focused environment.
- Willingness to learn, develop new skills and take initiative within a growing events team.

Benefits

- Continuous guidance and mentorship from the Leadership Team.
- A genuinely exciting opportunity to build and shape a brand-new service line for the business.
- Great prospects for promotion and growth within the company (e.g. opportunity to become Head of Destination Management as the division grows).
- Fun and creative working environment.
- Dynamic and ever-changing workplace with each project differing from the next.
- Opportunity to work with prestigious clients and partners on a local and international scale.
- Flexible working hours (including 1-day a week working from home).

- Time owed in lieu days.
- Personalised benefits scheme, tailored to your needs and preferences.
- Convenient city centre car parking.
- Annual bonus scheme and attractive commission opportunities.
- Company pension.
- Comprehensive wellbeing programme and bi-annual employee team building days.
- Birthday lunches & milestone celebration gifts.

Deadline: Email your covering letter with CV to jessica@callowevents.co.uk **before 3pm on Friday 21st August.** Successful applicants will be invited for an interview from w/c **31st August/7th September.**

We look forward to hearing from you soon!