

## Job Description PROGRAM PLANNER

**Reports to:** Revenue & Marketing Manager  
Works under the direction of Sales Managers

### **Summary of Role:**

Rare Indigo believes that driving positive business results goes hand in hand with the design and delivery of thoughtful, inspirational and flawlessly planned programs of events for corporate client groups looking to truly experience Western Canada. The Program Planner is responsible for supporting efforts related to the sales planning and presentation of incentive group programs within the destinations of British Columbia and the Rockies. The focus of this role is to assist with group itinerary creation and developing detailed budget estimates.

### **Measurements of Success:**

- Positive feedback reports from internal colleagues.
- Accurate and thoughtful budget creation that supports profitability targets.
- Positive feedback reports from supplier partners.

### **Responsibilities:**

- Develop comprehensive program budgets for client programs. This includes determining logistical requirements; obtaining supplier prices; working within Excel budget templates; understanding costing and profitability measures.
- Assist with planning and coordinating arrangements for client site and familiarization tour visits.
- Developing and maintaining positive supplier partner relationships.
- Maintain and continue to develop destination expertise.
- Performing always in keeping with Rare Indigo's core values.

### **Required Skills and Attributes:**

- Possess strong aptitude for budget development and management. Understanding of profit margins.
- Well-developed experience working in Excel.
- Experience in destination management, tourism, event management or tourism marketing.
- Professional communication skills and confidence in working directly with strong personalities.
- Ability to negotiate with supplier partners.
- Ability to multi task and to work effectively in a team environment with changing priorities, fluctuating pressures and significant deadlines.
- Confident and able to quickly address issues/concerns in a pro-active manner; problem-solver.
- Positive, "make it happen" attitude.
- Ability to work independently and to be self-motivated.
- Knowledge of and passion for the destinations of British Columbia and The Rockies.
- Agreeable to working evenings, weekends and erratic schedules as business needs require
- Results driven.