



Job Description

Position: Director of Sales and Service
Reports to: Chief Sales and Operations Officer
Date: 09/15/23

Requirements for consideration:

Please submit a cover letter including salary expectations and a resume to: HR@annarbor.org

Job Summary

Provides sales leadership and management to develop Washtenaw County as a premier destination for meetings, conferences, and other tourism related events. This includes managing the team who are the direct points of contact for meeting and convention clients, including sales and service. This position is critical to architect, create and ensure offerings and engagement for the best destination experience to drive new and repeat business to our partners and to the destination. This role elevates the attendee and meeting planner experience and maximize impact opportunities for the destination. Directs all efforts related to the sales, service, and daily operations of the team. Under the direction of the Chief Sales and Operations Officer (CSOO) create annual business plans, budgets, and set yearly goals for organizational approval. Develops and maintains relationships with local hotels, facilities, community leaders, meeting planners and industry leaders to raise the visibility of Washtenaw County and generate opportunities for hosting meetings and events.

Direct Reports

- National Sales Account Executives
- Destination Support Manager
- Sales and Office Coordinator

Essential Functions

- Lead the creation and implementation of the annual business plan and budget. Make necessary decisions to operate within the budget.
- Lead, energize and develop a strong, motivated, competent and cohesive sales and service team.
- Develop and direct focused account selling strategies for the various geographical market segments and maintain a thorough competitive analysis on the organization's behalf.
- Oversee the segmentation of geographical markets and the analysis to maximize the destination opportunities.
- Oversee and effectively manage all administration areas related to Sales, including lead distribution, measurement systems, reporting, file maintenance and more.
- Direct team to achieve Destination Ann Arbor sales and marketing goals. Report quarterly on progress against all goals (sales, marketing and budget).
- Conduct one-on-one group sales meetings and business strategy meetings with the sales team to keep the department up to date and working cohesively on all sales efforts, strategies and special projects.
- Approves sales leads; reviews space rate proposals and ensures customized, competitive, creative bids to best position destination to win business.
- Develop and maintain strong relationships with key stakeholders, hotels, facilities, attractions, meeting planners, clients, and the greater hospitality community.



- Active engagement with the sales leaders of hotels and other key hospitality partners to understand their sales strategies and needs, communicating Destination Ann Arbor needs and opportunities; helping conduct regular stakeholder meetings.
- Assure compliance with appropriate process and data for all sales-related accounts and contact information for CRM (Customer Relationship Management) database, ensuring team compliance for accuracy.
- Keep on top of destination news, as well as new developments, industry trends & best practices, and local news, including active involvement in local and national professional organizations to represent Washtenaw County in targeted areas.
- Attend tradeshow, sales missions, client events, networking meetings and local meetings as needed to support and augment the sales team soliciting convention business. This can require night and weekend travel.
- Manage sales markets and accounts as assigned by CSOO.
- Take on additional projects and/or responsibilities as defined by the President and CSOO and performs other related duties and assignments as assigned.

Core Competencies

- Thorough knowledge of hospitality and tourism industry, specific to sales and client services.
- Extensive knowledge of Washtenaw County and the ability to effectively communicate that knowledge to visitors; ability to understand the role of Destination Ann Arbor in the community.
- Exceptional customer service skills and an ability to handle various individuals and personalities in a professional and friendly manner.
- Strong leader and strategic thinker with the ability to navigate challenging and demanding situations.
- Excellent interpersonal skills and ability to work effectively as a team member at all levels of the organization.
- Prior sales knowledge and experience with a proven record of accomplishment of success
- Prior leadership experience preferred.
- Strong professional written and verbal communication skills.
- Ability to exercise initiative, judgement, diplomacy and maintain confidentiality in a wide variety of internal and public situations.
- Strong organizational and time management skills; ability to handle multiple tasks and projects simultaneously.

Education and Experience

Bachelor's degree preferred. Seven to ten+ years' experience in tourism and hospitality sales management, event planning and coordination.

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Destination Ann Arbor is an Equal Opportunity Employer