



## **National Sales Account Executive**

*Destination Ann Arbor is the destination marketing organization for all of Washtenaw County. Our small and passionate team is marketing our area - Ypsilanti, Ann Arbor, and our amazing surrounding destinations - as well as attracting groups, events, and visitors to provide sustainable tourism and elevating the economic vitality and quality of life. As an employer, we offer an awesome, collaborative office environment and flexible scheduling along with a robust total compensation package.*

### **Summary:**

We are seeking a qualified and dynamic National Sales Account Executive to join our team. The successful candidate will play a crucial role in driving economic impact to Washtenaw County by attracting state, regional, and national meetings, conferences, and seminars. This position involves developing and maintaining relationships with key stakeholders, conducting joint sales presentations, and coordinating site visits for potential clients. If you are highly organized, detail-oriented and possess strong sales and negotiation skills, we invite you to apply. Essential responsibilities include:

### **Business Development and Account Management:**

- Develop and cultivate business groups for hosting meetings, conferences, and seminars in Washtenaw County. Actively prospect and identify new conference/meeting opportunities and make sales calls to meeting professionals in potential market segments.
- Develop and execute conference and meeting sales strategies in alignment with industry standards and company objectives.
- Partnering with local hotel properties and venues to build custom proposals, RFP responses, and delivering joint sales presentations to meeting professionals and conference organizing committees. Implement strategies to generate new business for hotels, conference venues, and local partners.
- Manage existing meeting planner relationships to generate repeat business and uncover new business opportunities.
- Arrange FAM trips and pre/post conference site visits for meeting professionals utilizing Washtenaw County hotels, venues, and other facilities.
- Represent Destination Ann Arbor at national conferences, tradeshow, and industry events.
- Plan and execute client events, FAM tours, and networking meetings. Develop and manage assigned budgets for industry tradeshow, FAMS, and special events.

### **Client, Hotel & Vendor Management:**

- Serve as a liaison between meeting planners and Destination Ann Arbor's partners, venues, attractions, and stakeholders.
- Provide personal attention to clients as a professional and reliable representative of Destination Ann Arbor.
- Establish and maintain relationships with industry influencers, key strategic partners, and hotel/venue management and staff.
- Maintain an active and current database of all group and meeting planners.
- Utilize CRM platform for lead distribution, client reports, and workflow tracking. Track and analyze performance, leads, confirmed bookings, and lost business.



### **Required Background:**

- 2 to 8 years of work experience in conference & meeting business development, preferably working within a destination marketing organization.
- Post-high school education, up to a 4-year degree or the equivalent amount of professional work experience, with industry relevant experience: tourism, hospitality, conference, and events support. Tourism/DMO industry certifications are a plus.
- Goal-focused with experience exceeding sales/business development goals, with the ability to close business with integrity. Experience managing accounts and achieving established sales goals in targeted markets.
- Active participation in industry groups such as Meeting Professionals International, Society of Government Meeting Planners, and other state/regional/national professional organizations.
- Understanding the destination marketing organization business model and developing business that provides strong ROI for our partners, the community, and the organization.
- Experience with office technology tools, including Microsoft Office and CRM systems (such as CVENT, Simpleview, etc.)
- Knowledge of the Washtenaw County conference and meeting market, as well as the regional and national DMO competitor landscape.

### **Additional Qualifications:**

- Strong analytical and organizational skills and excellent written and verbal communication skills.
- Available to work evenings, weekends, and holidays based on business demands; and availability to travel locally, regionally, and nationally. Travel may be up to 25%.

*Destination Ann Arbor is an equal opportunity employer.*

**To be considered, please submit to [HR@annarbor.org](mailto:HR@annarbor.org) your resume and a cover letter, including your salary expectations and relevant meeting market experience.**