



**Director of Sales
Job Description**

Essential Job Functions:

- Manage the sales department of the CVBD, including the sales budget and the tasks and responsibilities of the Sales Manager.
- Design and implement all strategies and tactics of the sales efforts for the CVBD, with the goal of promoting and selling the destination to generate economic development for the City of Dunwoody.
- Report on forces that shift strategic directions of accounts and tactical budgets.
- Achieve monthly sales targets and report on those results to the Executive Director.
- Set annual trade show schedule, attend and manage trade show appointments and follow up.
- Manage RFP/lead distribution, with an extensive focus on the Customer Relationship Management (CRM) system.
- Understand industry-specific trends and landscapes.
- Manage production and distribution of sales collateral and promotional items.
- Assist the Executive Director and Director of Marketing in planning and executing the marketing plan, particularly where it applies to meetings and groups.
- Build and strengthen relationships with hotel and community partners.
- Utilize social media platforms such as LinkedIn and Twitter to engage meeting planners in conversation, feedback, and lead generation.
- Identify potential lead generation opportunities and follow up accordingly.
- Attend membership organization networking functions and become involved in leadership positions within those organizations (such as GaMPI and GSAE).

Minimum Job Qualifications:

- Bachelor's degree in business, hospitality & tourism, or marketing required.
- A minimum of 3-4 years of sales experience is required, preferably at a CVB or hotel.
- Proven ability to manage the sales process from start to finish.
- Proficient use of Microsoft Office programs.
- Self-starter with strong organizational skills and strong attention to detail.
- Ability to communicate effectively, verbally and written, with a wide variety of people.
- Ability to manage multiple priorities, including employees, and meet deadlines.
- This position requires 50% travel and occasional weekend hours.
- Familiarity with Simpleview CRM or other CRM programs is a plus.

Interested parties should submit resumes to Jennifer@DiscoverDunwoody.com.

No calls please.