

Director of Sales and Services

Organization: Evansville Convention & Visitors Bureau, Inc. d/b/a Explore Evansville

Location: Evansville, IN

Job Type: Full-Time, Exempt

Salary Range: Competitive salary based on experience + generous benefits package

About Explore Evansville

Explore Evansville is the official destination marketing organization for Evansville and Vanderburgh County. Our mission is to promote and grow the local tourism economy by attracting meetings, conventions, and group travel.

We are seeking a **dynamic and results-driven Director of Sales & Services** to join our team! If you're passionate about showcasing a vibrant destination, building strong relationships, and driving group business, we'd love to hear from you.

About the Role:

The **Director of Sales and Services** is responsible for the development and execution of strategic sales initiatives that attract **meetings, conventions, and group business** to Evansville/Vanderburgh County. This role focuses on relationship building, trade show participation, site inspections, and targeted sales strategies to increase group bookings. A key component of the role is developing **strong partnerships with local hoteliers and event facilities** to ensure seamless events with accommodations and expanding meetings, conventions, groups, and events to maximize year-round bookings.

Key Responsibilities:

Sales Strategy & Business Development

- Develop and implement a comprehensive sales strategy targeting **meetings and conventions** in key markets, including but not limited to **associations, corporations, and SMERF groups** (Social, Military, Educational, Religious, and Fraternal), and events.
- **SMERF groups play a crucial role** in the meetings industry as they frequently book large gatherings and events, often during **off-peak periods**, providing a steady stream of business to local hotels and venues.
- Proactively prospect and **solicit business** through direct outreach, including **phone calls, emails, in-person meetings, and industry networking** to secure meetings, conventions, groups, and events.
- Represent Explore Evansville at **trade shows and industry events** to identify and engage qualified prospects.
- Plan and execute **familiarization (FAM) tours** and site inspections to showcase Evansville's facilities and attractions to meeting and group planners.

- Develop compelling **bid proposals and presentations** to attract groups to Evansville/Vanderburgh County.
- Coordinate lead distribution and booking confirmations, ensuring seamless communication between meeting planners and local venues.

Accounts & Relationship Management

- **Develop and maintain strong relationships with hoteliers** and event facilities in Evansville/Vanderburgh County to ensure cooperation in booking rooms for conventions, meetings, and events.
- Act as a liaison between **meeting planners and hotel partners**, helping to negotiate room blocks, rates, and availability to support group bookings.
- Engage and recruit **local members of national and regional organizations** to encourage hosting their events in Evansville.
- Maintain an up-to-date **sales database** to track and analyze trends and market demand.
- Maintain a thorough knowledge of local **hotels, meeting venues, and attractions**, including new developments, expansions, and renovations.
- Provide regular updates and reporting on sales performance, market trends, and competitive analysis to the President & CEO and the Vanderburgh County Convention and Visitors Commission.

Convention, Meeting, and Group Services

- Work closely with our area hotels and event venues in providing housing, convention, and group services.
- Develop relationships with area partners and stakeholders to provide services throughout the event planning process from the time of prospecting through post-event follow-up.
- Manage all Explore Evansville’s promotional items to have items available for VIP gifts, welcome bags, sales team initiatives, and trade show booths.
- Develop and manage a database of part-time individuals to provide a variety of convention-related services as well as local organizing committee (LOC) participants who are willing to assist on a volunteer basis with a variety of events.

Marketing & Promotions

- Collaborate with the marketing team to develop **sales collateral, promotional materials, and targeted marketing campaigns** that support lead generation and conversion.
- Plan and coordinate **trade show participation**, maximizing ROI and engagement.
- Organize and implement **special sales initiatives**, such as sales blitzes, networking events, and cooperative programs with local stakeholders.

Team Leadership & Collaboration

- Supervise, mentor, and support staff to achieve departmental goals.
- Work closely with the Convention Services team to ensure seamless event execution for booked groups.

- Foster a **collaborative team culture** within Explore Evansville, supporting cross-departmental initiatives and community partnerships.
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Qualifications & Requirements:

Education & Experience:

- **Bachelor's degree** in Marketing, Business, Hospitality, or a related field preferred.
- **Proven experience** in sales, preferably in **destination marketing, hospitality, or meeting and convention sales**.
- Demonstrated **track record of success in sales**, business development, and client relationship management.
- Prior experience with **CVB/DMO sales** is a plus.

Skills & Abilities:

- Strong **negotiation, communication, and presentation skills**.
 - Ability to build relationships and influence decision-makers.
 - Proficiency in **CRM and sales tracking systems**.
 - Highly organized, self-motivated, and goal-oriented.
 - Ability to travel extensively, including multi-day trips and occasional weekend work.
 - Capable of lifting up to 50 pounds (e.g., promotional materials, trade show setups).
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Why Join Explore Evansville?

- At **Explore Evansville**, we believe in **collaboration, creativity, and community impact**.
 - This is an opportunity to lead sales efforts in a growing destination while working with an energetic and supportive team.
 - Work closely with local hotels, attractions, and businesses to **drive economic impact**.
 - **Travel opportunities** to industry events, trade shows, and sales missions.
 - Professional development opportunities and **networking in the tourism industry**.
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How to Apply:

- **To apply, send your resume and cover letter to** kglaser@exploreevansville.com.
- **Application Deadline:** April 15, 2025

If you're ready to join us in promoting Evansville as a premier convention, meeting, and event destination, we'd love to hear from you!