



## Job Description

**Job Title:** Tourism and Convention Sales Director      **Status:** Full-Time/Exempt  
**Department:** Tourism/Meetings and Conventions      **Date:** May 2021

**Reports To:** President and CEO

**Explore Fairbanks Mission:** “To be an economic driver in the Fairbanks region by marketing to potential visitors and optimizing the visitor experience.”

**Position Summary:** To market and sell Fairbanks as a destination to international and domestic tour operators, travel agents, airlines, and other travel professionals; and to market and sell the destination as a convention, meetings, sports, and incentive site to state, regional, national, and international markets.

### **Combined Duties/Responsibilities:**

1. In conjunction with the President and CEO, develop and implement annual departmental marketing plans and performance metrics.
2. In conjunction with the President and CEO, develop and implement annual department budgets to achieve marketing plan programs, and responsible for achieving the goals and objectives of the plans.
3. Ensures that the Explore Fairbanks’ branding guidelines are incorporated into marketing messages and promotional materials.
4. Provide direct supervision of the Tourism Senior Sales Manager and Tourism and Conventions Sales Associate.
5. Work with departmental committees to plan, develop and evaluate department marketing strategic plans both current and long range.
6. Represent and promote Explore Fairbanks, its partners, and the Fairbanks community; serve, as need be, on local committees/boards that would benefit the visitor industry.
7. Perform other department or Explore Fairbanks’ projects as assigned.
8. Provide monthly written department reports and statistics to the President and CEO.

### **Tourism Duties/Responsibilities:**

1. Serve as Explore Fairbanks’ direct contact with contracted German marketing representative and the China contractor in conjunction with the Communications Department.
2. Conduct sales calls, presentations, site inspections, and familiarization tours; attend travel trade and consumer travel shows, either in-person or virtually.
3. Maintains and analyzes statistical data in the transportation sector.
4. Maintain a well-informed, working knowledge of the accommodations, activities, attractions, and services available for visitors to Fairbanks.
5. Work with Communications Department in international and travel trade ad placements as well as collateral, department websites, and public relations projects/programs related to tourism and convention marketing.
6. In conjunction with the President and CEO, work with the Fairbanks International Airport and its consultant to bring in new charter/scheduled air service into the region as well as maintain relationships with existing carriers.

### **Meetings and Conventions Duties/Responsibilities:**

1. Serves as Explore Fairbanks’ direct contact with meetings and conventions contractor(s).
2. Gathers appropriate information on target markets, especially in-state markets and those particularly suited to northern latitudes, to qualify leads and plan an effective sales approach.
3. Initiates new accounts and handles or assigns priority accounts.
4. Conducts sales calls and other promotions to personally contact qualified clients, highlighting area hotels, facilities, and community aspects of interest to the visiting delegate.

5. Generate leads and send sales leads to hotels, facilities and services; prepare customized bid proposals and conducts bid presentations.
6. Maintains a well-informed working knowledge of all hotels, facilities, and services specific to the meetings industry in the area, both public and private.
7. Maintains an awareness of competitors' products and promotions and industry issues that influence sales by establishing rapport with other DMMO representatives, reviewing convention trade publications, etc.
8. Maintains statistical data pertaining to the status of leads issued, booked or lost and their economic impact on the community.
9. As assigned by the President and CEO, coordinate community-wide events.
10. Works closely with the Director of Visitor Services and Partnership Development to develop a cadre of Golden Heart Greeters with a specialty in meetings.

**Education/Experience/Skills Requirements:**

College degree or minimum of five-years work experience necessary to accomplish the job duties/responsibilities.

- Must have good interpersonal communication and presentation skills.
- Good sales, marketing and customer service skills.
- Good analytical and problem-solving skills.
- Extensive knowledge of PC's, including word processing, presentation, spreadsheet and database software.
- Ability to develop and write effective reports and business correspondence.
- Must have general knowledge of the visitor industry.
- Supervisory and management skill as well as being a team player.

**Working Requirements:**

- Must be available for in-state, domestic, and international travel as well as some evenings and weekends.
- Professional dress required.
- Must possess a valid Alaska Driver's license and possess and show proof of car insurance.
- Must have reliable transportation.
- Must be able to lift and transport items weighing up to 50 pounds.

***Explore Fairbanks is an Equal Opportunity Employer.***

*Disclaimer: The above information on this description has been designed to indicate the general nature and level of work performed by the employee(s) within this job. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employee(s) assigned to this job.*