



Position: Director of Convention Sales

Job Type: Full Time

Reports to: President & CEO

Location: Fargo, ND

Department: Sales

WHO IS VISIT FARGO-MOORHEAD? (Formal name is Fargo-Moorhead Convention & Visitors Bureau)

We are a Destination Marketing Association that is “a not-for-profit organization charged with representing a specific destination, and most are largely funded by hotel occupancy taxes.”

We are your go-to source for anything happening in the Fargo-Moorhead area. The Fargo-Moorhead CVB is fully funded by a lodging tax paid for by visitors staying in area hotels and has a board of directors that governs the organization.

MISSION STATEMENT

Visit Fargo Moorhead works to position our distinctive community as a desirable destination and gateway to the region and nation, resulting in a superior quality of life for its residents.

POSITION SUMMARY

The Director of Convention Sales is a leadership role that is responsible for developing, leading, and executing the destination’s sales strategy to drive convention, and meeting business that maximizes economic impact for the Fargo-Moorhead-West Fargo community. This position oversees the convention and meetings sales functions, builds strong relationships with meeting planners and local partners, and ensures the destination is competitively positioned in the regional and national marketplace.

Reporting to the President/CEO, the Director provides strategic vision, hands-on leadership, and measurable results aligned with the organization’s mission, brand promise, and long-term community goals.

KEY RESPONSIBILITIES

Main duties & responsibilities

- Oversee the solicitation, negotiation, and closing of convention and meeting business.
- Guide development of competitive bids, proposals, presentations, and site inspection programs.
- Maintain strong relationships with national meeting planners, third-party intermediaries, and key industry partners.
- Represent the destination at industry trade shows, sales missions, and client events.
- Compile monthly reports on all sales activity in the market.

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Convention Center Partnership & Integration (once project is contracted & building has begun)

In addition to the above:

- Serve as a key liaison to the community's new convention center, building strong, collaborative relationships with the convention center management, sales and operations teams.
- Partner closely with Visit FM CEO and the convention center leadership to align sales strategies, operating calendars, booking policies, and client experience standards.
- Collaborate on go-to-market strategy, pricing and packaging approaches, and long-term demand generation for the new facility.
- Establish shared accountability with the convention center operator through joint goals, performance metrics, and key performance indicators (KPIs) related to bookings, room nights, economic impact, utilization, and client satisfaction.
- Participate in standing meetings and planning processes with the convention center operator to ensure transparency, alignment, and coordinated decision-making.
- Ensure seamless coordination between convention center operations, Visit FM sales and services teams, hotels, and other key partners to deliver exceptional citywide and facility-based events.
- Act as a strategic voice in the successful ramp-up, positioning, and long-term performance of the new convention center.

Strategic Leadership & Sales Performance

- Work with Visit FM CEO to:
 - Develop and execute a comprehensive convention and meeting sales strategy aligned with organizational goals and community priorities.
 - Establish annual sales goals, performance metrics, and forecasting models focused on room nights, economic impact, and long-term business development.
- Lead market segmentation strategy (citywide, corporate, association, SMERF, etc.) to ensure balanced and sustainable growth.
- Collaborate daily with the Director of Sports to ensure that efforts are synergistic across the entire Sales enterprise.
- Collaborate daily with the Event Services team to deliver seamless best-in-class services to all qualified meetings held in our community.
- Analyze market trends, competitive set data, and industry intelligence to inform strategy and decision-making.

Team Leadership & Management

- Lead, mentor, and develop a high-performing convention sales team
- Foster a collaborative, accountable, and results-driven team culture.
- Set clear expectations, conduct regular performance evaluations, and support professional development.
- Align team efforts with broader organizational priorities and cross-departmental initiatives.

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Community & Partner Engagement

- Build and maintain strong relationships with local hotels, attractions, venues, and community stakeholders.
- Serve as a strategic advisor to partners on market trends, demand drivers, and destination positioning to the meetings market.
- Identify, recruit, and encourage residents affiliated with regional, national, and international organizations to help bring those groups' meetings here.
- Collaborate with internal marketing, communications, and public relations teams to align messaging and sales support.

Budgeting, Reporting, & Accountability

- Develop and manage the department budget, ensuring responsible use of resources.
- Track, analyze, and report sales performance, pipeline activity, and ROI to leadership and the board as required.
- Ensure accurate CRM usage, data integrity, and reporting compliance (Simpleview).

REQUIREMENTS

Qualifications

- Bachelor's degree in marketing, hospitality, business administration, or a related field (or equivalent experience) preferred
- Minimum of 8–10 years of progressive experience in convention, meeting, or destination sales.
- Prior sales leadership experience preferred.
- Prior experience with a Convention Center partner preferred.
- Proven track record of achieving and exceeding group sales goals.
- Strong knowledge of the meetings and conventions industry, including hotel operations, convention centers, and destination marketing organizations.
- Brings existing relationships with meeting planners across all association and meetings markets, OR has stand out relationships in one market that can be expanded.

Skills & Competencies

- Growth minded sales leader that thrives in an evolving, fast-paced and dynamic organization.
- Strategic thinker with strong business acumen and analytical skills.
- Inspirational leader with the ability to motivate, coach, and develop teams.
- Team player that works well alongside other leaders and team members.
- Excellent communication, negotiation, and presentation skills.
- Relationship builder with credibility among industry peers and community partners.

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- Data-driven decision-maker with experience using CRM and sales reporting tools.
- Ability to manage multiple priorities in a fast-paced, deadline-driven environment.

Abilities, work environment, compensation

- Primarily indoors, office environment with an option to work remotely after a probationary period
- Light lifting of up to 50 pounds
- Sitting and typing for long periods of time
- Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions
- Regular travel is required for sales missions, trade shows, and client engagements.
- Occasional evening and weekend work to support client events and community functions.

WHY JOIN US?

This role offers the opportunity to shape the future of Visit Fargo-Moorhead's meetings and conventions sales strategy, work closely Visit FM senior leadership, community leaders and partners, and make a meaningful economic impact. The Director of Convention and Meeting Sales plays a critical role in driving growth, elevating the destination's reputation, and contributing to long-term community success.

NOTE:

This job description is not intended to be all-inclusive and may be updated to reflect evolving organizational needs.

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