



Position: Sr. Manager of Convention Sales **Job Type:** Full Time
Reports to: Director of Convention Sales **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 Sr. Manager of Convention Sales role is responsible for lead generation and hotel booking production for convention sales by proactively identifying, pursuing and securing high-value group opportunities. This role leads strategic sales efforts for major convention accounts and builds strong client and partnership relationships and contributes to the long-term growth of our community’s convention meeting pipeline.

KEY RESPONSIBILITIES

Main duties & responsibilities

- Prospect, solicit and secure convention and large meeting business that aligns with our community goals. , negotiation, and closing of convention and meeting business.
- Manage a portfolio of accounts and lead long-term relationship development with meeting planners and decision makers.
- Execute against a strategic sales plan to achieve or exceed assigned room night, economic impact and revenue goals.
- Represent Visit FM at trade shows, industry events, and sales missions to generate qualified leads.
- Respond to RFPs with compelling proposals in collaboration with hotels, venues and community partners.

Visit Fargo-Moorhead

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

In addition to the above:

- Work closely with the community's convention center, building strong, collaborative relationships with the sales and operations teams.
- 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.

Partner & Stakeholder Engagement

- Build and maintain strong relationships with hotels, venues, event service providers, and community leaders.
- Collaborate with Sports sales team to ensure efficiency across sales efforts and seamless and aligned approach to selling FMWF.
- Collaborate with internal teams including services, marketing and leadership to ensure seamless client experience.

Strategy, reporting, & CRM management

- Maintain accurate and timely records in our CRM System (Simpleview), including pipeline tracking, forecasts and reporting
- Help Sales leadership and CEO analyze market trends, performance data, and sales metrics to inform strategy and improve results.
- Contribute to departmental planning, budgeting and long-term sales strategy

REQUIREMENTS

Qualifications

- 5+ years of experience in convention sales, destination sales, hotel sales or a related hospitality role.
- Proven track record of securing convention/meeting business.
- Strong negotiation, presentation, and relationship-building skills.
- Experience managing and an understanding of complex and long-cycle sales processes.
- Excellent verbal and communications skills.
- Experience in working in a CVB/DMO environment beneficial
- Knowledge of convention center operations and citywide booking strategies a plus

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- Familiarity with industry organizations such as PCMA, MPI, ASAE, Associations North or similar a plus
- Proficiency and/or experience working in CRM systems.

Skills & Competencies

- Growth minded sales professional that thrives in an evolving, fast-paced and dynamic organization.
- Project management and attention to detail.
- Strategic sales and revenue generation.
- Team player that works well alongside other team members.

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 accommodations may be made to enable individuals with disabilities to perform the essential functions
- Regular travel 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 work as part of the VFM Convention and Meeting Sales Team, and make a meaningful economic impact. The Senior Manager of Convention 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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