



Where history meets

history in the making.

HOURS: Monday – Friday, 8 a.m. – 5 p.m. Some evening and weekend work is required.

TRAVEL: Some travel is required.

DEPARTMENT: Sales

REPORTS TO: President/Chief Executive Officer (CEO)

STATUS: Full Time/Exempt At Will

Director of Sales & Sports Commission

ABOUT DISTINCTLY FAYETTEVILLE:

DistiNctly Fayetteville is the destination marketing organization for Cumberland County, North Carolina. Our Mission is to position Cumberland County as a distinct destination for conventions, sporting events and individual travel. We market the County as DistiNctly Fayetteville and are funded by lodging tax collected on paid overnight lodging in Cumberland County. We provide support and leadership to our community and travel industry partners to ensure that the visitor experience is growing and expanding. We are an economic development organization growing the travel industry in Cumberland County and we actively collaborate with regional organizations to advance the local travel industry.

NATURE OF WORK:

The Director of Sales & Sports Commission leads the Sales and Sports teams to generate new and repeat groups to hotels and facilities throughout Cumberland County to grow revenue and economic impact for Cumberland County. This position serves in a supervisory role as well as engages in proactive selling efforts to achieve this task. The position works closely with Marketing, Visitor Services, and other departments to align our efforts and achieve the overall mission. Good judgment and initiative are required in developing and implementing sales activities, performing sales presentations, preparing proposals, and acting as a liaison between clients and partners. Work is performed with a high degree of independence and under the general supervision of the President/CEO. Performance is evaluated through a review of accomplishments and the attainment of objectives.

EXAMPLES OF DUTIES:

- Maintain a liaison role with area accommodations and meeting venues to facilitate good working relationships.

- Mediate service acquisition for multi-property functions between clients, hotels, and hospitality suppliers.
- Prepare bid proposals and sales presentations, and coordinate sales missions for numerous market segments to target cities.
- Prepare and host familiarization tours and site inspections for meeting planners and selected, targeted clients.
- Track leads through the entire process (Pending, Definite, Lost, Cancelled, and Closed).
- Maintain all accommodation information in the Simpleview database to ensure it is always up to date.
- Prepare a performance report for the President/CEO to include all areas of Sales as determined by the President/CEO.
- Collaborate with the Director of Marketing to generate a comprehensive annual Sales & Marketing Plan.
- Provide input for the development of the Sales and Sports portions of the annual Strategic Plan and update results quarterly. Implement Sales & Sports responsibilities per the Strategic Plan.
- Attend tradeshow to promote Cumberland County and generate qualified leads for hotels and venues.
- Solicit new leads through databases and prospecting efforts.
- Conduct extensive account research to generate scheduled appointments for designated tradeshow and coordinate Cumberland County's area participation at tradeshow.
- Attend meetings, conventions, and industry-related functions to promote and book the Fayetteville area as a destination for conventions and meetings.
- Collaborate with other Team Members as needed on sales promotional campaigns and marketing.
- Address all complaints and suggestions from clients quickly and professionally ensuring excellent customer relations and refer any unresolved situations to the President/CEO.
- Direct and evaluate Sales Department Team Members, address all Team Member concerns, direct work assignments, counsel, discipline, and complete Team Member performance evaluations.
- Perform other duties as required or assigned by the President/CEO.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Thorough knowledge of the practices and techniques of marketing and sales promotion to include a working knowledge of contract and bid procedures, financial and other requirements.
- Work and maintain proficient knowledge of the tourism industry and develop a thorough knowledge of Cumberland County's accommodations, attractions, meeting facilities, restaurants, and related businesses.
- Ability to represent DistiNCTly Fayetteville positively and professionally.
- Prepare professional presentations.
- Communicate clearly and concisely both orally and in written communications.

- Implement marketing and promotion strategies designed to increase meetings and convention bookings in the greater Fayetteville and Cumberland County areas.
- Establish, prepare, and maintain accurate sales statements and reports.
- Plan, organize, prioritize, and complete work by following time-management methodology.
- Operate within and provide a work environment that promotes clear and open communication.
- Analyze problems and recommend practical solutions.
- Establish and maintain professional working relationships with other Team Members, governmental agencies, business officials, and travel industry partners.
- Maintain a proficient knowledge of computer programs to include Microsoft Office Suite, Simpleview CRM and other computer programs required by the position.
- Maintain general knowledge of social media platforms including, but not limited to, Facebook, LinkedIn, Instagram, Twitter, YouTube, etc.

TRAVEL

The position requires up to 35% travel including overnight and weekends.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:

- Bachelor's Degree from accredited college or university.
- Prior sales experience is required.
- Prior supervisory experience is required.
- Prior Destination Marketing Organization experience or Director level experience in a similar capacity in the tourism industry and/ or marketing is preferred.
- Experience with the necessary skills, knowledge, and abilities, as noted above.

CONDITIONS OF EMPLOYMENT:

- Each applicant who has tendered an offer for employment must have and maintain a valid North Carolina driver's license with an acceptable driving record.
- Employment is at will: the team member may quit or be discharged at any time for any reason per applicable North Carolina laws.