



Mississippi Gulf Coast Regional Convention and Visitors Bureau  
d.b.a. Coastal Mississippi

JOB TITLE: Director of Sales

DEPARTMENT: Convention Sales

SUPERVISOR: Executive Director

GENERAL JOB DESCRIPTION

Manages and leads convention sales, sports sales and group services department. Responsible for identifying market opportunities; developing long and short-term marketing and sales strategies and development of training programs for sales managers. Assigns annual measurable goals for all sales staff and performs quarterly performance reviews of department staff.

DUTIES AND RESPONSIBILITIES

- Maintains close working relationship with area hotels, Mississippi Coast Coliseum and Convention Center and serves as liaison between the client and these facilities; conducts quarterly Director of Sales meetings with hotels and Coast Convention Center to share information on what Coastal Mississippi is working on, etc.
- Assist in the development of the marketing plan and strategies to promote the destination. Plan will include specific sales goals for each department position. Supervise and evaluate goals on a continual basis.
- Evaluates previous travel schedules for greatest return on investment (ROI). Adjust as needed.
- Submits and manages department budget in conjunction with the Executive Director and the Director of Finance.
- Develops cooperative programs, familiarization trips and sales missions with area hotels, Coast Convention Center and hospitality industry to market the area.
- Supervises compilation and distribution of a semi-annual convention calendar and quarterly updates to the Executive Director.

- Works with CRM/CMS Executive to maintain statistical data pertaining to conventions held & booked and their economic impact to the community.
- Reports monthly to the Executive Director on behalf of the department.
- Oversees Group Incentive Program.
- Works with the Executive Director and sales staff to accomplish overall department goals; assign an annual room night goal to be achieved from definite bookings within a particular market or region.
- Works with the Marketing and Communication departments to promote destination sales.
- Maintains client contact through direct mail, telephone, emails or personal sales calls with market meetings/event planners to promote Coastal Mississippi and develop awareness of the destination as a convention/event destination.
- Attends industry tradeshow to market Coastal Mississippi to convention groups.

QUALIFICATIONS FOR THE JOB

- Four-Year or Two-Year degree from an academic institute.
- 4-6 years of sales experience with at least three years' experience managing a sales staff.
- Works additional hours as needed outside the regular business day (nights, weekends, etc.)
- Must have the ability to exercise sound judgement and appraise situations in the pursuit of tourism for Mississippi.
- Must be an articulate speaker and strong communicator (written and oral).
- Performs other related duties as required.

KEY COMPETENCIES

- Excellent sales and negotiation skills.
- Ability to motivate and lead a team.
- Ability to work calmly under pressure.
- Must be able to travel, if needed.

Approved By: \_\_\_\_\_  
Signature Date

Date Last Reviewed: \_\_\_\_\_

Last Reviewed By: \_\_\_\_\_