



**Job Title:** Director Citywide Sales  
**Department:** Meet Hawai'i  
**Work Location:** Remote Office,  
**Salary Range:** \$85k - \$135k Annually  
**Reports To:** Vice President, Global MCI Sales & Marketing

## SUMMARY

The Director Citywide Sales is responsible for promoting Hawai'i as a preferred destination for citywide conventions in assigned geographical territory and market segment. While this position will focus on short-term corporate opportunities, established relationships in both the Corporate and Association market is required. This position represents the state of Hawai'i and a strong knowledge of all islands should be attained. Primary focus is developing expertise on all aspects of the Hawai'i Convention Center (HCC), the citywide hotel package associated with HCC, and extensive knowledge of the island of O'ahu.

This position requires full account management from soliciting and generating the lead, site development to contracting the meeting and ensuring a proper hand-off to the client services and event management teams. While generating new leads is the primary focus, it is also important to nurture and grow our current key customers. Strong knowledge of citywide processes is required as we continue to enhance and strengthen the citywide experience for our customers, hotels, and industry partners.

## PREFERRED QUALIFICATIONS

- Requires active knowledge of citywide accounts to develop placement of qualified citywide business that generates revenues for the Hawai'i Convention Center and placement of group room nights during hotel need periods.
- Primary sales responsibility is the solicitation of new citywide accounts in assigned market segment (Corporate and Association) to meet number of citywide events and room night goals by assigned year.
- Generate new citywide leads and bookings – including qualifying the business, finding dates, blocking space, and issuing the lead - and maintain production at or around (no less than 85%) predetermined levels/goals.
- Full account management of accounts.
- Develop specific sales strategies to reach individual and team sales production goals in assigned market segment.
- Plan and participate in sales trips, face-to-face appointments, presentations, tradeshow, and client events with or on behalf of Meet Hawai'i for accounts located in assigned market segment.
- Sales activities will include interaction with meeting planners both in traditional, digital, and social media correspondence, telephone solicitation, direct personal sales calls as well as participation in various industry trade shows and conferences.
- Be an active member of citywide market related organizations, chapters of related meeting & convention industry organizations.
- Arrange and participate in client appreciation events for meeting planners located in the assigned market area.
- Conduct periodic assignments for special promotional activities.
- Interface with hotel and other Meet Hawai'i partners to facilitate efficient and thorough follow up based on these leads.
- Arrange and accompany clients, when appropriate, for site inspections of Hawai'i and Hawai'i Convention Center.
- Assist VP MCI Sales in setting goals, developing strategies, and managing budget in your assigned citywide markets.
- Participate in and attend Meet Hawai'i sponsored events.
- Track and report personal sales results.
- Maintain records of all client contact, traces, and account management in Simpleview CRM system & USI.
- Document all pertinent file activity electronically and in hard copy file as necessary.
- Other duties may be assigned.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES – perform other tasks and duties as necessary**

- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Excellent oral and written communication
- Ability to solicit and book citywide business as Director, Citywide Sales in assigned market segment.
- Ability to communicate and work well with others in a professional office environment.
- Ability to manage multiple priorities.
- Self-motivated individual with proven record of sales ability.
- Adaptive learner of CRM and USI system and daily use of it in an efficient manner in the management of sales accounts.

## **EDUCATION AND/OR EXPERIENCE**

Education and/or training equivalent to college graduate, preferably with a degree in business administration plus minimum of ten years' experience in the hotel or convention industry related to citywide group sales and selling of a convention center.

## **OTHER REQUIREMENTS**

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### MATHEMATICAL/TECHNICAL KNOWLEDGE:

Proficient technology application skills; Advanced MS Office (Word, Excel, PowerPoint), MS Outlook, Internet Explorer & Client Management software.) Experience with graphic design software is valuable. Analytical skills to accurately perform computations.

### PHYSICAL REQUIREMENTS:

Must be able to travel domestically and internationally.

Minimal lifting, carrying, pushing, and pulling associated with trade show booth participation. Must be able to sit for extended period. Must be able to lift up to 40 pounds on an occasional basis.

Work week will regularly exceed 37 ½ hours. Evening and weekend work required when needed.

### TRANSPORTATION/TRAVEL:

Access to automobile, valid driver's license with satisfactory driving record and current auto insurance required. Up to 25% travel required.

## **WORK ENVIRONMENT**

Remote position; home office

**The above information in this description has been designed to indicate the general nature and level of work performed by an employee in this classification. It is not to be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications of employees assigned to this job. Management has the right to add to, revise, or delete information in this description.**