



Job Title: Director of Sales

Department: Maui Visitors & Convention Bureau
427 Ala Makani Place
Kahului, Hawaii 96732

Position Summary

This position is primarily responsible for, but not limited to the development and implementation of sales programs initiated with North American travel wholesalers, consortia, and travel agents to increase leisure travel to the islands of Maui Nui. To also create, develop, coordinate, and supervise all sales activities and personnel for the MCI & International Market. Responsibilities include updating the Executive Director on activities, working with the MVCB /HVCB Travel Trade and Meet Hawai'i sales team, working on sales budgets and annual plans, reviewing status and results of sales efforts. Collaborate with HVCB central in various projects. Reports to the Executive Director, MVCB.

Essential Duties and Responsibilities

ESSENTIAL DUTIES / RESPONSIBILITIES / REQUIREMENTS:

- Develop innovative approaches towards driving consumer brand-awareness and conversion in key North America source markets through strategic partnerships with wholesalers, travel agents, industry organizations and meetings, convention & incentive customers (MCI)
- Responsible for ensuring budget compliance and expense reporting
- Ensure central plans are leveraged and sales initiatives are integrated to MVCB's annual tourism marketing plans and County initiatives.
- Lead quarterly analysis and reporting of trade industry trends, sales plan activity and results.
- Create and implement a result-driven leisure sales plan and budget.
- Responsible for all training collateral/presentations; ensuring material is compelling, updated, and relevant
- In-depth knowledge and understanding of the Islands of Maui Nui
- Meeting or exceeding the assigned Key Performance Indicators (KPI's)

MCI & INTERNATIONAL

- Directs, supervises and is responsible for the MCI sales personnel and international contractors
- Directs, supervises MCI sales efforts of the MVB in the Convention/Conference marketplace
- Works directly with international contractors of Hawaii Tourism Authority (HTA) to include leisure sales and MCI to implement and execute Familiarization Tours for Maui Nui
- Attend trade shows, trade missions, site visits and fairs in both areas as needed
- Responsible for MCI leads and RFP distribution to appropriate businesses
- Responsible for the MCI and International sales budgets
- Maintain and create Maui Nui group incentive program as needed
- Responsible for compilation of statistics/information for all reporting

TRAVEL AGENT PARTNERSHIPS

- Serve as Maui's voice in the design of training curriculums that will serve to develop Travel Agent destination selling skills and consumer partner marketing techniques.
- Play a pro-active role towards motivating Travel Agent loyalty to the Maui Nui brand.
- Develop and implement plan to maintain continual advancement of Travel Agent product knowledge of Maui Nui.
- Penetrate key markets with, and encourage market distribution of MVCB, sales tools and collateral.

- Liaison with central HVCB to optimize travel agent database leveraging total destination strategies to benefit Maui Nui.
- Collaborate with HVCB Central on Maui Nui content for statewide presentations and educational initiatives. Represent Maui Nui at wholesale, consortia, and industry events as appropriate
- Responsible for all communication for North America Travel Agents.

WHOLESALE PARTNERSHIPS

- Responsible for building relations with sales force and ensure consistent communications that serve to educate and update Wholesalers on Maui Nui.
- Develop and deliver Maui Nui training for reservation departments.
- Develop and implement strategies with partners to optimize all opportunities for additional familiarization trips to Maui Nui. Actively participate in organization and represent Maui Nui as appropriate.
- Maximize Maui's presence in wholesaler travel agent promotions, distribution vehicles, and events as appropriate

MAUI ISLAND MASTER SPECIALIST PROGRAM

- Develop, execute, and maintain all facets of the Maui Nui Island Specialist Program.
- Solicit and achieve wholesaler, hotel, and activity member sponsorship on an annual basis.
- Responsible for ensuring all components of FAM's are planned and coordinated.
- Design and execute on-island programs in concert with central framework.
- Design and execute virtual training seminars in concert with central framework.
- Hawaiian Cultural background desired.

Other duties may be assigned.

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, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree in Travel Industry Management preferred, or a minimum of 5 years related experience and/or training in MCI and/or Leisure sales highly desirable. International Leisure sales experience helpful.
- Ability to handle and prioritize multiple assignments simultaneously and promptly
- Ability to work independently
- Must be able to conduct presentations to audience and conduct webinars
- Must have excellent time management and coordination skills
- Basic knowledge of mathematical formulas to create and maintain financial budget for the department. Proficient in Word and Excel documents
- Must be able to prioritize, work comfortably in a fast-paced environment, and ability to work on a multiple of concurrent projects, with tight deadlines.
- Must have a valid driver's license, access to a vehicle and insurance policies as dictated by State of Hawaii. Valid passport required for International travel.

Physical Demands

This position requires frequent travel by air, land, and sea. Lifting/moving of boxes up to 40 pounds.

Note: The essential functions of this position include, but are not necessarily limited to, those specifically identified in this description. The position and its essential functions may change over time and these changes may not necessarily be reflected in the position description. The Bureau may, at its sole discretion, add to, change, or expand the essential or marginal functions of this position