



Job Title: Regional Director of Sales, Western Region
Department: Meet Hawai'i
Work Location: Remote Office,
Salary Range: \$85k - \$120k Annually
Reports To: Vice President, Global MCI Sales & Marketing

SUMMARY

The Regional Director of Sales, Western Region, is responsible for the sales and promotion of the state of Hawai'i as a preferred destination for single property meetings and incentives in the Western United States. This position requires the ability to successfully develop a strategic plan to achieve set goals by generating business opportunities to the Islands for hotels and hospitality partners. Focus is on generating new opportunities and full account management until contracted.

Requires current knowledge of the Hawaiian Islands as well as key accounts located in the western part of the United States

PREFERRED QUALIFICATIONS

- Identify new business while maintaining and managing existing accounts.
- Responsible for developing and ensuring complete execution of strategic plan to successfully achieve assigned goals and adjusts as market conditions dictate.
- Deliver a full destination experience by providing guidance to planners and decision makers on options throughout the island pertaining to site inspection development and execution, island amenities and integrating cultural element into the attendee experience.
- Establishes and nurtures relationships with key local, regional, and national chapters that provide a vital role in supporting business in Western Region.
- Independently prepares and delivers customized presentations that effectively showcase the Hawaiian Islands as a highly desirable option in the MCI space highlighting its viability and attractiveness.
- Promptly and effectively responds to customer Requests for Proposals (RFPs) and diligently prepares leads to meeting customer needs and requirements on time.
- Participates in tracking leads with hotel partners throughout the entire selection process ensuring a thorough and responsible approach to lead management.
- Attends sales promotions and trade shows as required.
- Performs related duties and fulfills responsibilities as required.
- Other duties may be assigned.

PREFERRED QUALIFICATIONS

- Convention Bureau Sales/Service, Hotel Sales/service, DMC, tourism industry experience required; Hawai'i destination experience preferred.
- Professional certification as a Certified Meeting Professional (CMP), as offered by the Convention Industry Council and/or any other related convention/meeting planning institution certification strongly preferred.
- Membership based organization, hotel, tourism and/or hospitality industry experience. Established relationship with key industry organization preferred, SITE, MPI, ASAE, PCMA, ORF, FICP

EDUCATION AND/OR EXPERIENCE

- Bachelor's degree from an accredited college/university or equivalent work experience.
- Five plus years of experience in hotel/hospitality sales or destination management with strong working knowledge of the visitor/tourism industry. Prior experience/background in the meetings and incentive sale markets preferred.
- Hawai'i destination experience highly desirable.
- Must have excellent organizational skills, able to prioritize tasks and manage multiple projects concurrently.

- Ability to professionally deliver oral and written instructions, relating to daily standard office procedures as well as all sales/marketing and promotional activities.
- Must be courteous and tactful in dealing with the public and with personnel in various agencies; be diplomatic and understand, project excellent customer service while assisting internal and external customers.

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 sit for extended periods of time.
- Must be able to bend, stoop, and reach. Able to lift up to forty pounds on an occasional basis.

TRANSPORTATION/TRAVEL:

- Access to automobile, valid driver's license with satisfactory driving record and current auto insurance required.
- Up to 25% travel required. Extensive traveling abroad, both nationally and internationally, is required

WORK ENVIRONMENT

- Position located on the West Coast, preferably California
- Remote 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.