



## Job Description

Job Title: Sales Director  
Department: Sales & Services  
Reports to: Director of Sales  
FLSA Status: Outside Sales Exemption  
Updated: March 2024

### Summary:

Seek, identify, and develop new business within specific markets with end result of a consistent stream of leads and bookings to hotels/motels/facilities via signed contracts.

**Essential Duties and Responsibilities** include the following.

Other duties may be assigned by Director of Sales and the Sr. Director of Sports Commission & Convention Sales:

- Maintain a consistent sales effort via solicitation telephone calls, sales events, and sales travel for specific markets.
- Promote and sell the City of Knoxville/Knox County to groups as a premiere meeting destination.
- Work with local organizations and associations to generate leads for state, regional and or national meetings.
- Engage in sales activities that produce leads from assigned markets to Knoxville/Knox County hospitality industry (hotel, convention center, and meeting facilities)
- Maintain memberships in professional organizations and maintain relationships that produce sales in assigned market segments.
- Participate in destination reviews (FAM's) and site visits
- Effectively communicate research and service needs to proper individuals
- Work with Sales Team in any capacity to assist with efforts for increased team productivity
- Maintain a positive working relationship with members of the local hospitality industry
- Maintain individual accounts in sales database system, making sure account information is current.
- Input and maintain sales activity into SV for record keeping and reporting purposes

- Maintain digital files for assigned accounts by working closely with Administration Manager on accurate input and reporting of definite bookings, including applicable contracts and supporting documents (proposals, etc.)
- Maintain traces to identify and solicit all potential business to maximize sales results
- Perform all duties as may be assigned by Director of Sales and the Sr. Director of Sports Commission & Convention Sales.
- Represent Visit Knoxville at selected functions, as directed by the Director of Sales and the Sr. Director of Sports Commission & Convention Sales.

### **Supervisory Responsibilities:**

There are no supervisory responsibilities for this position.

### **Minimum Qualifications Required:**

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.

**Education and/or Experience:** Bachelor's degree (B. A.) from four-year College or university; or one to two years' experience in CVB, hotel or convention sales; or equivalent combination of education and experience. Proven results in sales required.

**Computer Skills:** To perform this job successfully, an individual should have excellent computer skills to include, but not limited to, knowledge of Contact Management systems; Database software; Project Management software; Spreadsheet software and Word Processing software. ***Experience with Microsoft Office and Simpleview preferred.***

**Language Skills:** Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**Mathematical Skills:** Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**Reasoning Ability:** Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this Job, the employee is regularly required to use hands to finger, handle, or feel and talk or hear. The employee is frequently required to stand; walk; sit; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee is occasionally required to taste or smell. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision.

**Work Environment** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.

**Competencies:**

To perform the job successfully, an individual should demonstrate the following competencies:

**Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

**Project Management** - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities. Able to coordinate multiple tasks and meet deadlines. Must be detail oriented.

**Customer Service** - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

**Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.

**Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

**Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

**Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

**Cost Consciousness** - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.

**Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

**Organizational Support** - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

**Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

**Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

**Adaptability** - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

**Innovation** - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.