

Visit Lake Charles

JOB DESCRIPTION

Job Title: Director of Association Sales
Direct Report: Vice President of Sales
Supervision Exercised: N/A
Job Location: VLC
Classification: Exempt

Position Summary

The primary role of the Director of Association Sales is to lead the Convention Sales Team by promoting and selling Lake Charles/Southwest Louisiana as a destination to achieve room nights and ensuring the best "experience" for visitors and clients which are directly related to Visit Lake Charles's general business operations.

Duties and Responsibilities

Develop, implement and monitor sales strategies to ensure all lead generation, definite hotel room nights, conversion ratios, solicitations, etc., are achieved as set forth by the CEO/VP of Sales.

Develop departmental goals with VP of Sales and ensure achievement of established set goals.

Work with the VP Of Sales to develop, maintain, and monitor the Sales Department's annual budget.

Work with the VP of Sales to provide sales analytics to include on Board Report as needed.

Maintain an awareness of competitors' products, promotions, and industry issues that influence sales, including but not limited to establishing rapport with destination management representatives, reviewing trade publications, etc.

Evaluate industry trade shows, marketplaces, and other activities for future participation.

Identify new business opportunities through research, solicitation, referrals, and other methods within assigned accounts and markets.

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Manage Meeting Incentive Program. Identify and recruit participation, educate on program details. Work with Finance Department for payment processing. Follow-up on groups requirements and final reporting. Prepare statistics for monthly Board Reports. Evaluate criteria and program effectiveness annually.

Maintain positive relationships with area hotels, convention center, etc., and coordinate and conduct meetings with hotel partners as needed.

Provide educational opportunities to our partners to educate on the benefits of working with Visit Lake Charles and other industry-related topics. Research prospective topics, coordinate events and maintain budget allocation.

Develop markets independently and cooperatively with other destination marketing organizations on a national, regional, and state-level along with other public and private sector travel officials.

Identify, recruit, and encourage local representatives affiliated with state, regional, national, and international organizations to conduct future activities in Southwest Louisiana, thereby creating economic impact for the city.

Serve as liaison between meeting planners, hotels, and convention center by maintaining ongoing relationships with established contacts and accounts to ensure both continued and/or potential business for the Southwest Louisiana area.

Interact daily with professional meeting planners in order to generate leads and room nights for hotels and industry partners.

Maintain client database through Customer Relationship Management (CRM).

Research prospective group histories and demographics prior to attending tradeshow, sales missions, and/or fam tours, and conduct subsequent follow-up.

Travel to tradeshow, educational seminars, etc., and networking meetings to promote the Southwest Louisiana area.

Manage and coordinate industry-related fam tours and site inspections to include but not limited to itineraries, hotel accommodations, facilities, etc.

Prepare bid proposals and deliver bid presentations.

Visit groups when their meetings and/or events are held in Southwest Louisiana to ensure a successful meeting and experience.

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Exercise discretion and independent judgment with respect to potential incentives to finalize negotiations, tradeshow, fam tours, site inspections, purchases, entertainment, advising vendors and/or industry partners of tax exemption status, assisting in the hiring and direct supervision of Convention Sales staff, and ensuring that budgetary guidelines are met, as well as other matters of significance.

Responsible for organizing and coordinating all services needs for any familiarization tours, events, projects, etc., that this position is responsible or assigned as team lead including reservations of Gumbeaux Gator Performances, step-on guides, registration assistance, food and accommodations, rental equipment, and any other service required for such event.

Attend board meetings and present departmental activities as requested.

Contact hotels and meeting facilities in the event of a crisis as defined in Crisis Plan.

Attend relevant industry-related functions as required.

Involvement in professional and/or civic organizations to enhance networking opportunities.

Assume additional responsibilities as assigned.

Position Qualifications and Requirements

- College degree or equivalent relevant experience in related field
- Minimum of five years sales experience, preferably in the hospitality industry
- Excellent communication and organizational skills
- Strong interpersonal skills
- Strong supervisory and leadership skills
- Ability to work flexible hours, including overnight travel
- Ability to set and meet multiple deadlines
- Exhibits flexibility and adaptability
- Demonstrates ability to plan strategically
- Working knowledge of the most current technologies and products used in the industry
- Possess valid driver's license and have reliable transportation
- Regularly required to talk or hear, see, sit, stand, walk, use hands/fingers or feel, reach, bend, stoop, climb stairs, and lift up to 25 lbs. *(The physical demands described are representative of those that must be met by an employee to successfully perform the functions of the job.)*

Disclaimer: Nothing in the job description restricts management's rights to assign or reassign duties and responsibilities to this job at any time.