

Position Title: **Business Development Executive**
Reports To: VP, Business Development
Department Group Business Development
Job Status, Classification: Full-time Regular, Exempt

Position Summary

The Business Development Executive (BDE) is responsible for generating new conference and meeting business opportunities for Monterey County. The person in this position will develop and implement plans that support MCCVB's vision and mission.

The Business Development Executive generates qualified sales leads that result in conversion to definite bookings in the destination. The assigned territory focuses on the Midwest and East Coast markets in the United States including Illinois, Ohio, Michigan, Indiana, Minnesota, Missouri, Wisconsin, Kentucky, North Dakota, South Dakota, Nebraska, Kansas, Iowa, Maine, Vermont, Massachusetts, Rhode Island, New Hampshire, New York, New Jersey, Connecticut, Delaware, Pennsylvania, DC, Maryland, West Virginia, and Virginia. The person in this position will operate from their home office in one of the territory states listed above.

The ideal candidate in this role will:

- Aspire to inspire transformational moments
- Be a strong, strategic, thoughtful leader
- Always bring their best possible self and work
- Commit to quality and consistency
- Seek opportunities to grow and improve
- At all times be trustworthy, honest and accountable
- Positively contribute to the team culture
- Contribute to telling the story of the organization's initiatives, outcomes, and return on investment for the community in ways that are creative, strategic and outside the standard reporting metrics
- Create success through passion for the hospitality industry, the destination, and the vision, mission and values of the organization
- Create and execute plans that are a clearly defined road map to achieve the targeted goals of the organization

Role and Responsibilities

- Develops and executes strategic territory and market segment plans to achieve sales goals
- Develops and manages annual initiative budgets in accordance with MCCVB policies
- Promotes Monterey County as a premier meeting and conference destination
- Generates conference center and hotel leads from association, corporate and incentive clients based within the assigned territory, via personal sales calls, electronic and telephone solicitation, tradeshow and industry event participation and client events.

- Laisses with hospitality partners on sales leads distributed
- Develops, manages, and retains a client base within the assigned territory
- Solicits, coordinates and prepares comprehensive hotel and conference center bid packages; organizes venue responses for meeting planners' consideration
- Coordinates site tours and or familiarization programs for meeting planners, and other decision makers, showcasing facilities and attractions in the destination
- Makes written and or personal presentations to meeting planners, boards of directors, convention delegates or site selection committees in order to secure the business for Monterey County
- Analyzes tradeshow and client event Return On Investment (ROI) to determine future MCCVB involvement
- Maintains research on competing cities regarding their marketing and sales strategies and products
- Researches and suggests new market trends and strategies which identify business opportunities
- Promotes positive relations with stakeholders, partners, vendors, and distributors
- Contributes to our safe, positive, harmonious and healthy work culture and environment

Other Duties

Please note this position description does not cover or contain all activities, duties or responsibilities that are expected of the team member for this position. Duties, responsibilities and activities may change at any time with or without notice.

Reasonable accommodations can be made to enable individuals with disabilities to perform the essential functions.

Expected Competencies

- Demonstrated success in strategic sales program planning and execution
- Superior oral and written communication and presentation skills
- Ability to develop and maintain strong relationships with clients, customers and stakeholders
- Ability to simultaneously manage several sales projects during the same timeframe
- Proficient in the use of computers with excellent knowledge of Microsoft Word, Outlook, PowerPoint, Excel and SimpleView are preferred
- Ability to recognize and maintain confidentiality of information
- Ability to work under pressure and maintain professionalism
- Ability to obtain goals and objectives
- Ability to prioritize and balance multiple projects simultaneously
- Professional interpersonal skills and presentation of self
- Results driven, proactive and able to work well independently and in groups
- Ability to thrive in a fast-paced work environment
- Ability and availability to maintain an excellent attendance record

Desired Education and Experience

- 5 years of experience in DMO or hotel sales
- Previous experience working in a remote environment
- Experience in strategic sales program planning and execution
- Vast knowledge of the group meetings market
- Relevant degree, CMP or equivalent industry certification/designation
- Experience and established client base in Association, Corporate and Incentive Markets
- Proficiency using a CRM or similar database system
- Prior CVB or other non-profit experience
- Working knowledge of Monterey County meetings facilities, venues and hotels.

Supervisory Responsibility

This position has no supervisory responsibilities.

Work Environment

This position operates partly in a home based clerical office setting. This role routinely uses standard office equipment such as computers, phones, copiers, and filing cabinets. This position includes traveling to industry events and other sales activities and locations where the environment may vary.

Physical Demands

This is partly a sedentary role; some filing and moving around within the home office is expected. This role requires the ability to lift and carry items up to 50 pounds, open filing cabinets and walking, driving, bending and standing frequently as necessary. The position includes frequent traveling by car and plane; extended periods of standing or sitting are expected.

Position Type/Expected Hours of Work

This is a full-time position. Days and hours of regularly scheduled work are Monday through Friday, 8:30 a.m. to 5 p.m. PST. Evening and frequent weekend work is expected including travel time for sales activities and team meetings in Monterey.

Travel Expectation

The person in this role will spend at least 50% of their work time outside of their home office participating in sales activities.

MCCVB offers a comprehensive compensation and benefits package including paid time off, paid holidays, 401k plan and group health, dental, vision, life and long-term disability insurance coverage.

If you are interesting in joining our team, please send your cover letter and resume to HR@SeeMonterey.com