

NEW ORLEANS COMPANY

POSITION: VICE PRESIDENT OF BUSINESS DEVELOPMENT

DEPARTMENT: CONVENTION SALES

ACCOUNTABLE TO: SENIOR VICE PRESIDENT CONVENTION SALES & STRATEGIES

STATUS: FULL-TIME, EXEMPT

Primary Objective of the Position:

Assist in directing the overall operations and efforts of the convention sales department including training, motivating, and monitoring the performance of the sales staff in promoting New Orleans as the premier convention and meeting destination. Assist in creating departmental objectives and monitor sales activities and progress toward achieving sales goals. Coordinate sales efforts with the Morial Convention Center of New Orleans (MCCNO) and serve as an industry leader in the convention sales hospitality community. Conceptualize and create data analytic tools that are designed to move the industry forward. Manage and direct the regional sales offices.

Major Areas of Accountability:

1. Assist in managing the convention sales department and regional sales offices by monitoring sales activities, providing individual guidance and counseling sales staff to assist them in meeting their established sales goals.
2. Participate in the development of departmental budgets and monitor operations and expenditures to ensure that expenses are maintained within budgetary objectives.
3. Participate in the development of sales goals for the department and staff. Communicate performance goals to staff and monitor sales activity against goals on a monthly basis.
4. Conduct regular one-on-one meetings with members of the sales and regional teams to review progress toward goal, ensure overall management of their accounts, and help to develop territory sales plans.
5. Participate in the development of the annual marketing plan. Implement plan components and monitor on a monthly basis to ensure that the marketing team goal is met.
6. Monitor progress against strategic plan objectives, deadlines, and follow action steps in a timely manner to achieve goals.

7. Conceptualize and create data analytic tools that evaluate sales and market performance. Possess a strong understating of STR data, industry trends, and a strong understanding of industry metrics. Work along with the Market Research Manager to evaluate current resources and evolve and grow content and layout of data.
8. Assist in the execution of strategic partnerships to ensure all elements of sales opportunities outlined in the agreements are utilized and achieve departmental objectives.
9. Manage the daily operations of the regional team. Work with team members to develop and execute comprehensive sales plans that include attendance at all relevant industry events in each market. Assist in development of customer events in market. Measure lead generation progress compared to goal.
10. Manage the convention sales coordinators and provide regular training to the team.
11. Maintain cooperative working relations with the staff of MCCNO and promote coordination of activities and cooperation between the sales staffs of both organizations.
12. Participate in Directors of Sales and Directors of Marketing meetings to review accounts, discuss current issues, travel and promotion schedules, advertising opportunities, etc. and to keep them informed of important industry matters.
13. Prepare and/or review various reports on a monthly basis to ensure that current information regarding sales is available to the Senior Vice President of Convention Sales & Strategies or members as needed.
14. Coordinate participation in assigned trade shows and industry promotions.
15. Travel on behalf of the organization to sell and promote the destination.
16. Ensure sales marketing materials adhere to brand of convention sales marketing.
17. Work with other departments on special projects as required to ensure effective teamwork among departments.
18. Keep abreast of new developments in the industry by attending various seminars and workshops as approved to promote personal and professional development.
19. As opportunities arise, participate in hospitality organizations at a national level to provide visibility for New Orleans and enhance on-going professional development.
20. Perform other responsibilities or special projects as assigned.

Education and/or Experience:

Bachelor's degree or equivalent from four-year college or university and ten to twelve years related experience or training; or equivalent combination of education and experience. Previous experience in managing dynamic, mid to large scale sales teams, and in creating and interpreting industry data analytics.

Computer Skills:

Must be proficient in Microsoft or similar. Knowledge of spreadsheets and database programs, desired.

Language Skills:

Possess excellent verbal and written communication. Ability to read and interpret documents and to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of the organization.

Physical, Mental & Environmental Demands:

While performing the duties of this job, the employee is regularly required to sit; and use hands to finger; reach with hands and arms; and talk or hear. The employee is required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and depth perception. Must be able to travel by airplane and operate a vehicle.

The working environment is typical for an office and does not require exposure to difficult or hazardous conditions. This position will require some weeknight and weekend assignments. Ability to travel including overnight stays. Must work well in a team environment.

Disclaimer Statement:

The above is intended to describe the general content of and requirements for performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements and does not imply a contract.

Responsibility for Work of Others:

Direct supervision of the regional sales team, sales coordinators and assigned members of the sales team.

New Orleans & Company provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, or status as a covered veteran in accordance with applicable federal, state, and local laws. New Orleans & Company complies with applicable state and local laws governing non-discrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.