

JOB DESCRIPTION

Job Title:	Director of Sales & Services
Division:	Sales & Services
Reports to:	President & CEO
Classification:	Full Time, Exempt
Supervisory Responsibility:	None
Approved By:	President & CEO

Organization Background

Visit Oakland is the destination marketing organization for Oakland, CA and is private, not-for-profit, 501(c)(6) organization, with a 21-member board of directors and a full-time staff. Visit Oakland is funded by a dedicated hotel tax - Measure C, which was passed by Oakland voters in 2009 and a Tourism Business Improvement District that was renewed in 2018.

Position Summary

The Director of Sales & Services manages all aspects of the group sales department and is responsible for generating room nights, bookings, and sales leads. Success is measured through meeting an established set of metrics. The Director of Sales & Services will facilitate the development and execution of the annual sales plans, client engagement and departmental budgets specific to meet the desired metrics. As the industry and organization recovers from the pandemic, the Director of Sales & Services will determine future departmental needs. This position reports directly to the President & CEO.

You are a high energy, positive and self-motivated individual who is just as comfortable jumping on a plane for a sales trip as you are being in the office developing a proposal for a client. You have superb communications skills, are innovative in your sales approach and are the ultimate team player. You can adapt easily to change and thrive on creating collaborative and productive relationships with partners, customers, and internal team members. This is a position for a seasoned sales professional. It is a great opportunity for someone who is a relationship builder and likes to work in a fast-paced environment.

The Director of Sales & Services should be organized, personable, creative, and have an aptitude for problem solving. It will be someone who thrives on multi-tasking, managing, and overseeing projects, as well as day-to-day administrative duties. This role requires a flexible schedule to participate in local, industry networking and Visit Oakland related events that in some cases include evenings and weekends.

Essential Duties and Responsibilities

The Director of Sales & Services role offers an opportunity to help grow and develop Oakland's share in both the group and leisure markets in unison with the exciting new growth that is taking place in Oakland. This role is responsible for generating room night bookings for Oakland hotels, developing client base, organizing Visit Oakland's presence at trade shows, and overseeing experiences for clients' on-site tours and Familiarization Trips (FAMs).

Recovery: Identify needs of the department as pandemic recovery continues.

Lead Generation & Management:

- Produce convention, citywide and group business leads for the hospitality industry. This is accomplished through proactively soliciting sales leads and new business through sales missions, direct mail, FAMs, newsletters and tradeshow, as well as servicing calls that come to Visit Oakland.
- Follow up on outstanding leads to help book business and contribute to team booking goal.

Reporting: Analyze, monitor, and provide sales reports on department and individual performance, including leads, confirmed bookings, lost business, etc.

Travel: Attend trade shows, conventions, client events, site inspections and various meetings related to organizations activities as required.

Relationship Building:

- Maintain good relationships with existing clients as well as develops new relationships.
- Develop relationships and builds partnerships with area businesses, attractions, and hotels relative to the client’s needs.
- Arrange and participate in client appreciation events for meeting planners headquartered in the target markets.
- Host director of sales meeting with key industry partners to keep the industry abreast of organization activities and partner opportunities.

Business Development: Identify and develop new market opportunities to pro-actively target.

FAM Tours: Manage arrangements associated with site visits and FAM tours of Oakland, when needed.

Strategic Planning:

- Develop, implement, and execute sales plan and strategies, demonstrating an understanding of the overall market, i.e., hotels’ strengths and weaknesses, economic trends, supply, and demand.
- Evaluate sales trends, competition, and economic/business conditions; recommends modifications in sales program/strategies.

Budgets:

- Direct the annual sales plan development, implementation and communication of annual plans including establishing sales quotas and personal performance objectives as well as bonus structure for the department staff.
- Manage sales department budget and expenditures within budgetary requirements.

Supervisory Responsibilities: Hire, train, supervise, evaluate, and oversee the work of group sales.

Industry Participation: Serve on industry committees and boards when appropriate as well as maintain membership in local, state, regional, and national industry organizations.

Best Practices: Stay up to date on industry best practices, standards, and benchmarks by, but not limited to, reading publications, and attending events. Maintain records of all client contact, traces, and account management in Simpleview CRM.

Requirements

- Bachelor’s degree in business, hospitality, or a related field

- Minimum of six years of experience working in the hospitality industry, DMO sales experience a plus
- Strong computer skills, including mastery of Microsoft Office with an emphasis on Excel and Customer Relationship Management (CRM) software
- Excellent analysis, tracking and reporting abilities
- Superb oral and written communications skills
- Available on weekends and evenings as needed
- Valid Driver's license and a clean DMV record
- Familiarity with Oakland as a meetings destination is necessary
- Industry trade show knowledge and ability to evaluate to determine future participation.
- Efficient to work with minimal supervision and guidance
- Thrives in a fast-paced environment
- Excellent budget management skills

Preferred Qualifications

- Previous experience in hotel sales or hotel event management, including meetings and conventions or significant experience working at a convention and visitors bureau or other similar travel industry organization
- DMO and Simpleview experience a plus
- Background of working in hospitality sales for the San Francisco Bay Area Market
- Involvement with hospitality industry organizations

How to Apply

Please submit your resume and cover letter to peter@visitoakland.com.