

# VISIT *Oakland*

## POSITION OVERVIEW

VISIT OAKLAND  
SALES MANAGER

Oakland, CA





## ABOUT OAKLAND, CALIFORNIA

Just 12 minutes from San Francisco, Oakland offers a cutting-edge art and music scene, hip international dining experience, world-class sports teams and more. For tour operators, wholesalers and travel professionals, Oakland is the solution to planning an idealistic Northern California experience.

We're proud and passionate about Oakland and we love showing it off. Give our team a few minutes to share our Oakland insight and soon, you too will be singing the city's praises. Whether you need a rate quote from a hotel, help building an itinerary or planning tools, we're here to assist with your needs.



### OAKLAND QUICK FACTS

- Ten miles east of San Francisco, Oakland is accessible by the San Francisco-Oakland Bay Bridge, ferry service, buses, [BART \(Bay Area Rapid Transit\)](#), and [Amtrak](#).
- Oakland has been deemed as the "Sunny Side of the Bay," home to some of the best weather in the country with an average of 260 sunny days per year.
- As the eighth largest city in California, Oakland has a population of approximately 400,000.
- Oakland boasts 19 miles of coastline and more than 100,000 acres of parks and trails.
- Oakland is one of the most ethnically diverse cities in the United States, with more than 125 different languages and dialects spoken.
- Attractions within the city limits include the [African American Museum & Library](#), [Chabot Space & Science Center](#), [Children's Fairyland](#), [Oakland Aviation Museum](#), [Oakland Museum of California](#), [Oakland Zoo](#), and the [USS Potomac](#).
- Lake Merritt, the "Jewel of Oakland," is an urban lake in the middle of the city, one of the largest of its kind (a mix of salt and freshwater).
- Oakland is home to three professional sports franchises: [The Golden State Warriors](#), [Oakland Athletics](#) and [Oakland Raiders](#).
- The city is home to three renovated Art Deco-inspired theaters: [The Fox Theater](#), influenced by Middle Eastern and Moroccan architecture; [The Paramount Theatre](#) in Uptown Oakland; and the [Grand Lake Theater](#) near Lake Merritt
- Oakland offers 4,000 hotel rooms, ranging from resorts to economy. Properties are located along the waterfront, near the airport, the Oakland Hills and throughout downtown.
- The [Oakland Convention Center](#) offers 64,000 square feet of convention and meeting space, in addition to the 25,000 square feet of event space at the adjoining [Oakland Marriott City Center](#).

## **ABOUT VISIT OAKLAND**

**Mission:** To increase tourism's economic impact to Oakland through destination development and brand management.

Doing business as Visit Oakland, the Oakland Convention & Visitors Bureau is the official destination marketing organization for Oakland, CA. We are passionate about Oakland and believe in our mission -- Oakland is a World-Class Travel Destination. Visit Oakland serves as the umbrella organization for all visitor-related travel to Oakland.

Founded in 1999 to market Oakland as a travel and meeting destination, build awareness and stimulate hotel occupancy, Visit Oakland continues with that mission today, aggressively marketing and selling Oakland to attract visitors.

The OCVB is a private, not-for-profit, 501(c)6 organization, with a 21-member board of directors and a staff of eleven. Visit Oakland is funded by a dedicated hotel tax - Measure C, which passed in 2009 and a TBID Assessment, which was renewed in 2018.

Do you want to be part of a fast paced, fun and growing organization in an emerging destination? Oakland has received national press coverage from dozens of top-tier outlets, including accolades such the New York Times' #5 Place to Visit in the World to the Most Exciting City in America. Also, Oakland is among the 28 Best Places to Visit in the World for 2019, according to National Geographic Traveler's Editors and Explorers.

Oakland is on everyone's radar. As the destination continues to gain momentum, more and more people are looking to Oakland as the innovative "Brooklyn of the West." The city is buzzing with new energy from a thriving restaurant scene, vibrant entertainment and arts offerings and growing nightlife, among many other things! Now is your chance to be a part of Oakland's exciting renaissance!

### **Economic Impact of Tourism**

- Tourism in Oakland generated \$131 Million in State & Local Tax Revenue in 2016
- Visitor spending has increased 27% over four years.
- Visitors spent \$195 Million in Lodging, \$156.1 Million in Food and Beverages and \$100 Million in Shopping.
- Oakland had 3.7 Million Visitors in 2016.
- Tourism supports over 7,110 jobs in Oakland with total income of \$271 Million.
- One in 30 of all jobs in Oakland are sustained by tourism.
- Oakland's annual visitor spend is over \$627 Million (up 3.4% from 2015).
- Generating \$827 Million in total business sales.
- Room Revenue grew 7.7% with 41% of visitors staying overnight (64% were leisure travelers – 35% were business travelers).



Click [here](#) for the 2018 Visit Oakland Annual Report.

Click [here](#) for the Visit Oakland Inspiration Guide.

## SUMMARY OF POSITION

<b>Job Title:</b>	Sales Manager
<b>Division:</b>	Sales
<b>Reports to:</b>	Vice President of Sales & Services
<b>Classification:</b>	Full Time, Exempt
<b>Supervisory Responsibility:</b>	None
<b>Approved By:</b>	President & CEO

The Sales Manager plays a critical role to the Visit Oakland Sales department. It is a great opportunity to help grow, sell and service Oakland's share in the group/ convention sales target markets in unison with the exciting new growth that is taking place in Oakland, CA. The Sales Manager is responsible for generating group room nights through business development and servicing the needs of conferences coming to Oakland. The Sales Manager should have excellent verbal and written communication skills and be comfortable interacting with tourism professionals, community leaders, business partners and meeting planners at all levels.

The Sales Manager should be a high energy, positive and self-motivated individual who is just as comfortable jumping on a plane for a sales trip as being in the office developing a detailed itinerary for a familiarization tour. It will be someone who is ready to take their sales career to the next level. This role requires a flexible schedule in order to participate in local trade shows, industry networking and Visit Oakland related events. The Sales Manager will serve as the primary backup and represent the Visit Oakland Sales Team when the Sales Manager and Vice President of Sales & Services cannot attend trade shows and industry events.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- **Sales Solicitation:** Produces group business leads to drive hotel room night occupancy in Oakland. Solicit assigned markets and accounts to achieve or exceed budgeted room night production and to improve hotel performance in the local marketplace. Proactive solicitation of new business and existing accounts is accomplished during in and out of market sales calls/ sales missions, trade shows and client events by creating presentations, conducting site inspections/ FAMs, written communication, proposals, active pitching, etc.
- **Business Development/Account Production:** Identify and develop new market opportunities. Grow existing accounts. Maintain client database through CRM. Track leads. Track traces. File maintenance. Monitor production of all top accounts. Evaluate trends within your market. Regularly contact/communicate/correspond with existing accounts based on tracing frequencies, selling cycles, etc. Invite clients/prospects to the destination for entertainment, tours, site inspections, FAMs, sales blitzes, etc. Make sales appointments and cold calls to consistently prospect accounts for all direct sales market segments. Maintain strong relationships with existing clients as well as develop new relationships.
- **Lead Generation:** Respond to and source lead/inquiries. Produce group business leads for local hotels/venues. Proactively solicit new business through sales missions, market blitzes, one-on-one sales calls, local contacts, trade shows, direct mail, email, as well as servicing calls/inquiries that come directly to Visit Oakland. Track leads.
- **Tradeshow Management:** Includes managing tradeshow registrations, Visit Oakland sponsorship and booth activations for conventions and trade shows. Represents Visit Oakland on show floor, soliciting and collecting qualified leads and pertinent account info (booking venue, seasonality, space needs, peak room nights, etc.), distributes leads to Oakland hotel partners, manages booking cycle and reports ROI. Manages the annual sales calendar and oversees the logistics required for each activation. Facilitate partner participation pre/post cons, follow-ups and tracks expenses in Simpleview.
- **Customer Service & Relationship Building:** Act as a liaison between meeting planners and industry partners. Develop relationships and build partnerships with area business and hotels relative to the client's needs. At all times be attentive, friendly, helpful, service-oriented and courteous to guests, customers, other employees, industry partners, etc.



- **Site Visits & FAM Tours:** Meet and greet and tour onsite contacts. Manage arrangements associated with site visits and FAM tours of destination/hotels/venues/etc.
- **CRM Management:** Maintains sales database, lead tracking and oversees conference servicing requests. Maintain records of all client contact, traces and account management in Simpleview.
- **Reporting:** Ensure timely, prompt and accurate daily, weekly, monthly and quarterly reports on sales activities, lead generation, definite room night bookings, site visits, trip activity, communications, and other sales related goals.
- **Best Practices:** Develop/maintain knowledge of market trends, competition and customers. Stay up-to-date on industry best practices, standards and benchmarks by, but not limited to, reading industry publications, newsletters, attending events, seminars and individual/group training. Continue to learn and grow in your position.
- **Strategic Planning:** Evaluates sales trends, competition and economic/business conditions; recommends modifications in sales program/strategies.
- **Budgets:** Manages expenditures within budgetary requirements.
- **Industry Participation:** Serves on industry committees and boards when appropriate as well as maintains membership in local, state, regional, and national industry organizations.
- **Additional:** Perform any other duties as requested by the VP of Sales & Services or other Leadership. This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform.

## QUALIFICATIONS

- Bachelor's degree in business, hospitality, or a related field
- Minimum of two years of sales experience in a full-service hotel/ above property or with a CVB/ DMO is preferred
- Solid understanding of the tourism and hospitality industry with exceptional knowledge of group meeting/convention sales
- First hand selling experience with assigned market groups/accounts and meeting planners/3<sup>rd</sup> parties preferred
- Strong computer skills, including proficiency of Microsoft Office
- Experience working sales account databases and sales CRM platforms
- Excellent analysis, tracking and reporting abilities
- Superb oral and written communications skills
- Must be available for overnight travel and to work long hours (including weekends and/or holidays), as needed
- Ability to move, lift, carry, push, pull, and place objects weighing less than or equal to 25 pounds without assistance
- Valid Driver's license and a clean DMV record
- Familiarity with Oakland as a meetings destination is necessary
- Ability to collect, retain, stay abreast of and communicate current Oakland and industry trends
- Efficient to work with minimal supervision and guidance
- Ability to clearly communicate with the Sales Team when the Sales Manager and Vice President of Sales & Services are remote

## PERSONAL QUALIFICATIONS

- Communicate with appropriate diplomacy and sensitivity in both internal and external relations
- Promote a positive culture of collegiality, accountability and continuous improvement
- Demonstrates exceptional business acumen
- Respected as a team member in the workplace
- Thrives in a fast-paced environment and delivers outstanding results

## **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

**If interested in this position, please respond through the [SearchWide Global](#) website or email your resume to the following SearchWide Global executive:**



**Natalia Valdivia**, Recruiter and Researcher | SearchWide Global

[www.searchwideglobal.com](http://www.searchwideglobal.com) | [valdivia@searchwideglobal.com](mailto:valdivia@searchwideglobal.com)

201-214-9927 (direct)

## **About SearchWide Global**

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.