

POSITION DESCRIPTION

2022

<u>POSITION TITLE:</u>	Convention Sales Manager
<u>REPORTS TO:</u>	Director of Sales
<u>DEPARTMENT:</u>	Convention and Visitors Bureau
<u>STATUS:</u>	Exempt

JOB SUMMARY

Promotes area as a convention, meeting, exhibition, and trade show site to state, regional, national, and international markets. Handles mid-size & priority accounts

ESSENTIAL FUNCTIONS

- ◆ Must be able to travel independently. Reliable transportation and a valid driver's license are required. High amount of mobility is necessary. Extensive travel may be required.
- ◆ Position requires a professional, diplomatic demeanor and exceptional relationship-building skills. Position requires the ability to maintain a calm demeanor.
- ◆ The ability to listen and understand information and ideas and the ability to communicate information and ideas so others understand.
- ◆ The convention sales managers must be able to work well with a wide variety of personalities.
- ◆ Exceptional sales presentation skills.
- ◆ Must be able to analyze sales statistics gathered by staff to determine sales potential and monitor the preferences of customers.
- ◆ Position requires extended periods of time sitting at a desk and utilizing a computer.
- ◆ Position may require extended periods of time walking or standing – sometimes on hard surfaces.
- ◆ Ability to lift and carry objects weighing as much as 30 lbs.

PRINCIPAL DUTIES

- ◆ Researches and gathers appropriate information on target markets to qualify leads and plans an effective sales approach.

- ◆ Develops prospecting process utilizing MINT and other databases/directories.
- ◆ Conducts sales visits, blitzes and other promotions to personally contact qualified clients.
- ◆ Generates leads and sends sales leads to hotels and facilities advising them of dates, requirements, etc.
- ◆ Prepares customized bid proposals and conducts bid presentations.
- ◆ Maintains a well-informed working knowledge of all hotels, attractions and services, both public and private, available in the area; develops and maintains a close working relationship with personnel from all such facilities.
- ◆ Hosts visiting organization representative on a site inspection and familiarization tour highlighting area hotels, facilities, and community aspects of interest to the visiting delegate.
- ◆ Acts as a liaison between the organization and the facilities and/or hotels whenever the area is under consideration and further when selected as a host site; coordinates hotel room blocks for bids.
- ◆ Submits all booking reports, including information required by DMAI.
- ◆ Maintains an awareness of competitors' products and promotions and industry issues that influence sales by: establishing rapport with other DMO representatives, reviewing convention trade publications, etc.
 - ◆ Attends conferences and exhibits to promote the area as a convention destination.
 - ◆ Visits conventions when held in the city and assures that all is well, thus encouraging groups to return again.
 - ◆ Ensures that follow-up thank you letters are sent and maintains contact for future meetings.

JOB REQUIREMENTS AND QUALIFICATIONS

- ◆ Minimum three years hospitality industry sales experience or related experience preferred.
- ◆ Skills in account management, direct sales, sales presentations (oral and written) and trade show exhibiting required.
- ◆ Experience with Microsoft Office products and PCs is required.
- ◆ Understanding of hospitality/tourism industry and experience with DMO software a plus.
- ◆ Self-starter and self-motivated individuals will succeed best in this position.
- ◆ Ability to develop and write effective reports and business correspondence necessary.

The statements contained herein reflect general details as necessary to describe the principal functions of the job, the level of knowledge and skills typically required, and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements. This document describes the position currently available. It is not an employment contract. The Chamber reserves the right to modify job duties or job descriptions at any time.

Convention Sales Manager

President
Convention and Visitors Bureau