

## POSITION DESCRIPTION

2016

POSITION TITLE: Director of Convention Sales  
REPORTS TO: Vice President of Sales  
DEPARTMENT: Convention and Visitors Bureau

### JOB SUMMARY

Manages and leads the convention sales and services department. Identifies market opportunities and develops long and short term sales strategies and development of training programs for sales managers with the objective of attracting large convention business. Promotes and sells Oklahoma City as a convention and meeting destination; achieves specific room night sales goals as a team and individually; mentors and leads convention sales managers in achieving booking goals.

### 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 with a variety of personalities.
- ◆ Must be willing and able to work some evenings, weekends and/or holidays based on client and office demands.
- ◆ The ability to listen and understand information and ideas and the ability to communicate information and ideas so others understand.
- ◆ Strong and consistent ability to prioritize activities within specific time guideline and to handle multiple responsibilities within a specific time frame.
- ◆ 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

- ◆ Maintains close working relations with area hotels, municipal facilities, and serves as liaison between the client and these facilities; conduct quarterly meeting with hotel sales and service professionals in the area.
- ◆ Assists in the development of a marketing plan and strategies to promote the destination; develops and initiates new accounts; develops booking goals for team members.
- ◆ Develops cooperative programs, familiarization trips, and sales missions with area hotels and hospitality industry to market the area.
- ◆ Maintains efficiency in the department via software and technological upgrades relative to industry trends.
- ◆ Works closely with the communications department in all convention-related promotional and advertising projects. Assists with the development of promotional materials and services offered to clients.
- ◆ Manages all booking reports, bid presentations, site inspections conducted by the department.
- ◆ Generates convention center and hotel bookings from an assigned market segment, which may be revised annually.
- ◆ Approve booking turnover from sales team to service team.
- ◆ Monitors and assists with registrar activity.
- ◆ Creates and maintains client base in the assigned region or market; assigned an annual room night goal, to be achieved from definite bookings within this market or region.
- ◆ Develops and maintains professional relationships with clients; consults daily newspapers, business journals and other sources to uncover local members of national associations.
- ◆ Telephones for prospects, writes or makes presentations to local members of national and regional associations and corporations to enlist their aid in booking future conventions.
- ◆ Makes written or personal presentations to boards of directors, convention delegates or site selection committees across the United States as needed in order to book an organization at the destination's convention site.
- ◆ Solicits and coordinates hotel and convention center cost projections, and organizes facilities packages for meeting planners' consideration.
- ◆ Attends tradeshow, sales missions, networking meetings and local meetings to solicit convention business; responsible for pre-planning, target marketing, pre- and post mailers and all booth arrangements for tradeshow in which incumbent participates. Analyzes tradeshow values to determine best return on the company's money and makes recommendations for continuation.

- ◆ Coordinates and conducts site tours for meeting planners, showcasing facilities and attractions in the city. Participates in familiarization (fams) programs for groups of meeting planners from across the country; responsible for inviting qualified clients to each FAM.
- ◆ Analyzes tradeshow values to determine best return on the company's money and makes recommendation for continuation.
- ◆ Assists meeting planners with referrals to services manager or other service providers, and national sales managers in determining sales opportunities that benefit the community.
- ◆ During convention/meeting, maintain contact with executive meeting planner; upon completion of the convention have immediate contact with individual(s) responsible for decision of returning to the destination in future year(s).
- ◆ Monitors convention sales team performance and assists sales managers with specific clients/markets as needed. Partners with Director of Sports Business to ensure successful outcomes of all efforts and initiatives.
- ◆ Maintain research on competition regarding their marketing and sales strategies.
- ◆ Partners with Director of Sports Business to ensure successful outcomes of all efforts and initiatives.

## JOB REQUIREMENTS AND QUALIFICATIONS

- ◆ Four-year degree from an academic institution, business or hospitality preferred.
- ◆ Five years minimum hospitality industry sales experience.
- ◆ Strong analytical skills with ability to determine quality of business and best suited business opportunities for community.
- ◆ Skill and ability to write and initiate marketing and budget plans.
- ◆ Strong and consistent ability to prioritize activities within specific time guideline and to handle multiple responsibilities within a specific time frame.
- ◆ Possess excellent communication skills, written, oral and grammatical.
- ◆ Ability to operate computer, fax, e-mail system and general office equipment including laptop computers, iPhones and iPads when traveling away from office

*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.*

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Director of Convention Sales

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Vice President of Sales  
Convention and Visitors Bureau