

POSITION DESCRIPTION

2022

POSITION TITLE: Convention Sales Manager (small meeting market)

REPORTS TO: Director of Sales

DEPARTMENT: Convention and Visitors Bureau

JOB SUMMARY

The Convention Sales Manager (small meeting market) will include promoting the area as a meeting and event destination to assigned markets (local based companies) and groups of a specific size on peak night (100 rooms peak or less).

ESSENTIAL FUNCTIONS

- ◆ Must be able to travel independently. Reliable transportation and a valid driver's license are required. High amount of mobility is necessary. Some travel will be required.
- ◆ Position requires a professional, diplomatic demeanor and exceptional relationship-building skills.
- ◆ Must be willing and able to work 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.
- ◆ Above average communication and presentation skills.
- ◆ 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 assigned markets to qualify leads and plans an effective sales approach and develops prospecting process utilizing industry databases/directories.

- ◆ Plans and participates in sales appointments and other promotions to contact qualified clients.
- ◆ Generates and sends sales leads to hotels and facilities.
- ◆ Prepares customized bid proposals and conducts bid presentations.
- ◆ Maintains a well-informed working knowledge of all hotels, attractions and services 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 tours.
- ◆ Submits booking reports, including information required by DI.
- ◆ Maintains an awareness of competitors' products and promotions and industry issues that influence sales.
- ◆ Attends industry events to promote the area as a convention destination and gain knowledge in convention sales & services.
- ◆ Establishes and maintains regular contact with existing and new clients.
- ◆ Provides monthly sales & services information to the Director for inclusion in departments various sales activity reports.
- ◆ Act as the liaison between planners and OKC industry partners before, during and after the meeting. Assist planners in all phases of event development as requested.
- ◆ Provide local support information based on planner requests and personal knowledge of available resources within the Oklahoma City area.
- ◆ Ensure the accurate and complete entry of all meeting information in the CVB's data management system.
- ◆ Provide support and back up on lead follow up/data entry as required to Sales team especially during heavy travel times.
- ◆ As required assist DOS and VP of Sales with special sales related projects.

JOB REQUIREMENTS AND QUALIFICATIONS

- ◆ Two-Four year degree from an academic institution and a minimum of two years hospitality industry sales related experience preferred.
- ◆ Basic knowledge in account management and direct sales processes, sales presentations (oral and written) and preferred.

- ◆ Experience with Microsoft Office products and PCs.
- ◆ Understanding of hospitality/tourism industry and experience with DMO software preferred.
- ◆ Self-starter and self-motivated individuals will succeed best in this position.
- ◆ Ability to develop and write effective reports and business correspondence.
- ◆ Positive attitude and understanding of customer service.
- ◆ Strong verbal and written business communication skills.
- ◆ Strong organizational skills combined with an attention to detail.

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 (Small Meetings Market)

President
Convention and Visitors Bureau