

## **VICE PRESIDENT OF SALES**

The Vice President of Sales is responsible for the development, implementation and management of the Panama City Beach Convention & Visitors Bureau (CVB) sales programs and initiatives and is responsible for managing all sales department staff. This position reports to the President/CEO of the Panama City Beach Convention & Visitors Bureau.

### **General Scope of Duties**

- Responsible for developing, maintaining and implementing the Program of Work and related budget for sales department.
- Responsible for managing sales staff.
- Responsible for the planning and execution of the CVB's presence at travel tradeshows.
- Responsible for overseeing and directing the activities on the CVB's international travel-trade representation firms, as well as any other outside vendors necessary to execute the sales department Program of Work.
- Responsible for ensuring goals, objectives and performance metrics are incorporated into all sales programs and initiatives, as well as reporting the performance of the programs and initiatives as directed by the CVB President/CEO.
- Responsible for conducting training programs and workshops for industry partners.
- Responsible for working with the marketing department on sales collateral, including but not limited to sales kits, profile sheets, and consumer brochures.
- Responsible for maintaining a quality relationship with staff, constituents, marketing committee members, board members, and general public; effective telephone skills and information gathering techniques.

### **Other Duties**

The Vice President of Sales will perform other assignments as instructed by the President/CEO of the Panama City Beach Convention & Visitors Bureau.

### **Qualifications and Skills**

- Must possess the ability to portray and project a personal professional image.
- Must possess the ability to exercise initiative, good judgment, and tact when representing the CVB.
- Must possess a valid Florida driver's license. Extensive travel is required, in the performance of regular duties.
- Must possess the ability to effectively communicate through written and verbal means.
- Must possess strong interpersonal skills and have demonstrated attention to detail.
- An understanding of Panama City Beach's tourism industry is preferred.
- Must be able to work independently, but also demonstrate the ability to work with others and in teams.

- Must possess the ability to analyze project needs, focus on achievement, manage detail and think creatively.
- Must be computer literate.
- Must possess experience in destination/tourism marketing related field.
- Must have earned a bachelor's degree from an accredited college or university, or have commensurate experience in a directly related field.