

Experience Rochester Vice President of Sales Job Description

About Experience Rochester:

Rochester's Minnesota Convention and Visitors Bureau, known as Experience Rochester (Corporation) is responsible for the sales, marketing and management of the Mayo Civic Center (MCC) as well as group sales and marketing for the entire destination. The Corporation is an engine for sales efforts and management of the MCC as well as a leader, convener and collaborator for all aspects of destination marketing, management and the visitor experience. Under the guidance of the Board of Directors and the President, Experience Rochester is seeking to fill our Vice President of Sales position.

About the Mayo Civic Center:

With nearly 200,000 available square feet of multi-use space for conventions and events, the Mayo Civic Center is the largest event facility in Southern Minnesota. In 2017, the Mayo Civic Center underwent an \$84 million convention center expansion, nearly doubling the size of available space with the addition of a 40,000 square foot Ballroom, 14 new meeting rooms and pre-function spaces for networking and lounging. Groups are also able to enjoy hosting outdoor meetings or social events on our new Riverfront Plaza.

In addition to the new convention center, our floor plan includes a variety of versatile venue spaces including a 4,000+ seat arena; 2,400 seat Auditorium & the 1,080 seat Dr. Charles H. Mayo Presentation Hall; as well as a 25,200 square foot Exhibit Hall. Easy accessibility, state-of-the-art technology and an exceptional level of professional service ensure the success of any meeting, party or large event.

Salary Range: \$98,000-\$112,000 plus performance incentive

Benefits: 401(k) employer contribution, medical, vision, dental insurance, paid time off, 12 observed holidays, short term, long term disability, life insurance

Summary of Position:

The Vice President of Sales functions as a strategic business leader of the Corporation's executive leadership team and oversees the sales department. The Vice President of Sales is responsible for the overall sales efforts and operations of the sales team. The primary responsibility of the VP is to administer the production of a sales team to achieve specific annual objectives for the Mayo Civic Center and broader hotel impact goals for Rochester hotels. As a member of the executive leadership team, the Vice President of Sales assists in developing and implementing strategies, in conjunction with the Corporation's additional executive leadership team members that deliver return on investment in convention and tourism sales.

Essential Functions/Responsibilities:

The Vice President of Sales will shape the structure, operations, and programming of the Corporation's sales efforts under the leadership of the President with the active engagement of the hotel industry and Convention Center Management and F&B partners; ASM Global (operations) and Oak View Group (Food and Beverage). Directly reporting to the President of the Corporation, the Vice President of Sales is an integral part of the executive leadership team, responsible for all group revenue for the corporation. The Vice President of Sales develops annual production goals for revenue, room night sales, leads and bookings that align with the overall mix of business and budget projections for the MCC. Effectively manage strategic tactics to maximize the sales budget and the production goals of the sales team. The VP is responsible for the following:

- Manage Corporation sales team
- Implement appropriate sales strategies along with development and enforcing standard operating procedures necessary to achieve the overall departmental goals.
- Responsible for teams' overall production to meet Corporation's goals.
- Facilitate and conduct weekly sales meetings.
- Administrative management of sales team to include: reviews of direct reports, expense report approval, daily sales activities (reports, call tracking, sites, training, etc.)

- Development and implementation of sales training and programs to motivate sales team and enhance sales team performance.
- Exhibit expertise of Rochester as a meetings and convention destination.
- Exhibit expertise of the Mayo Civic Center and the Corporation's management structure to provide a seamless sales and booking experience on behalf of the Corporation.
- Business development: prospect, identify and strategize key clients to pursue for Rochester and create prospect goals for the entirety of the sales team.
- Oversee booking and selling of all social events.
- In coordination with F&B Director , oversee the Catering Sales Team.
- Assist/Aide sales managers in strategizing and closing business for Rochester and the MCC.
- Facilitate on-going Director Of Sales meetings with Rochester hotels.
- Build and maintain strong working relationships with area hotel sales teams to align citywide strategies and maximize room block bookings.
- Work with other Corporation departments to enhance the client's overall convention experience and achieve maximum customer satisfaction.
- Represent Corporation at industry events and organizations when appropriate.
- Work with President to establish budget and review procedures to include measurements, forecasting, and accountability for sales team.
- Oversee and manage the division budget for the sales team and all related sales efforts.
- Act as staff liaison to the Corporation Board where appropriate.
- Attend regularly scheduled Corporation Board of Directors' meetings.
- Other duties as determined by the President.

Management Characteristics:

The Vice President of Sales must have a history of demonstrated success in the administration of convention sales. The role is best filled by a seasoned sales professional demonstrating strong leadership skills and a work ethic that builds consensus internally and externally. The Vice President should also exhibit:

- Excellent social and professional skills
- Strong negotiation skills
- Effective communicator and listener
- Excellent coaching skills
- Ability to collaborate internally and externally to drive strategic initiatives forward
- Creative sales professional
- Strong organizational skills
- High self-motivation and risk taking
- Strong history of identifying, prospecting, and sourcing new business
- Exhibit deep passion for the work, selling Rochester, the MCC and working within the organizational model
- Able to maintain a pulse on latest industry trends and current events
- Possess a sense of humor and humility

Other Duties/Responsibilities:

- Industry involvement to increase Corporation visibility
- Network and build relationships with supporters, clients, and associates
- Create and maintain a positive working environment

Travel: Authorized to make travel decisions, both personal and for direct reports, based on return on investment (ROI), while adhering to the overall budget.

Supervision: The position reports directly to the President.

Ideal Background and Requirements:

- 10+ years of experience with a convention center, DMO/CVB and/or major hotel company.
- 3+ years of experience at the Director of Sales level or above of a DMO/CVB and/or major hotel company
- In-depth knowledge of how to manage a large account base.
- Knowledge of both the customer side and hotel side to align customer needs to hotel and City offerings.
- Able to stay on top of current events both within Rochester and among industry.
- Able to maintain a pulse on the latest trends within hotels.
- Robust competitor knowledge.
- Experience working with a customized CRM technology (account management) system such as Simpleview.
- Proficiency in using Social Media tools, smartphone and tablet devices and all Microsoft Office Tools.
- Bachelor's degree required

Core Competencies and Characteristics Needed:

Proven consensus builder

Strong leadership skills

Exceptional communication skills

Excellent negotiation skills

Strong presentation skills

Strategic thinker & sales approach

Team Player

Strong interpersonal skills

Innovative networker

Outstanding business acumen

Strong organizational skills

High self-motivation

Proactive

Diplomatic