

JOB DESCRIPTION



EMPLOYEE

POSITION TITLE: Director of Convention Sales & Services

REPORTS TO: Chief Convention Sales & Services Officer

DEPARTMENT: Convention Sales

FLSA STATUS: Exempt

DATE: February 2025

SALARY RANGE: \$103,599 - \$156,475

Summary:

The Director of Convention Sales & Services is responsible for ensuring the tactical initiatives that support the overarching department sales strategies and goals are effectively executed. The Director will have market ownership in addition to having an oversight over sales and services managers, specialists & coordinators. The Director will lend support to the Chief Convention Sales & Services Officer, ensuring that daily departmental operational efficiencies and procedural compliance is maintained.

Supervisory Responsibilities:

Effectively manage sales and services teams. Support their day-to-day needs by establishing objectives, coaching and offering counsel and guidance on sales and services activities to ensure overall department productivity.

Oversee weekly activity and schedules for direct reports and communicate to Chief Convention Sales & Services Officer.

Conduct annual performance reviews for all direct reports.

Take lead role in hiring and orientation for all direct reports. Instruct and train all employees on the specific responsibilities of their position. Ensure all training and policies and procedures documents for sales and services are up to date and communicated to the teams.

Essential Functions (Duties/Responsibilities):

- Director of Sales will be responsible for individual sales market – mid west 51 peak and above.
- Responsible for reviewing and approving all definite and future definite paperwork for direct reports. Reviews sales leads and lost business and approves them.
- Work with Chief Convention Sales & Services Officer to establish annual sales goals and ensure that the sales team is effectively on track and pace to hit these predetermined performance goals across all market segments.
- Develop strong working relations with Convention Center staff, partner hotels Directors of Sales and hotel sales staff.
- Assists in the facilitation of quarterly Director of Sales & Marketing meetings with all partner hotels.
- Develop and manage the department's tradeshow, sales trip and customer event master calendar and plan. Annually engage hotel partners in development of co-op calendar and communicate these opportunities to partners. Ensure budget maximization for each of these events/trips.

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- Collaborate with hotel partners to plan and implement sales FAMs and special events for key customers and third-party planners ensuring maximum exposure to Sacramento. Events will be local and in key feeder markets.
- Attend and participate in trade shows and conventions and assist with Convention Sales Directors trade show/convention travel as needed.
- Maintain high visibility for Visit Sacramento through professional and trade association memberships and assist with Convention Sales Directors professional membership participation and travel as needed.
- Regularly meet with key clients, assisting sales team with maintaining relationships, negotiating and closing deals. Interacts with clients on site visits, planning visits and attends pre-cons.
- Involvement in local and national industry associations and events. Attend events regularly and participate on Committees and Boards as time permits.
- Collaborate with Administration Manager and Convention Sales & Services Administrator in compiling monthly departmental reports.
- Ensure team compliancy with Simpleview use as it relates to sales activities and partners.
- Conduct quarterly goal performance reviews with sales team. Immediately address any performance issues and assist with identifying additional opportunities.
- Help team with development of quarterly and annual action plans and provide regular updates to Chief of Convention Sales and Services.
- Ensure accounts, territories and vertical markets are appropriately distributed among the sales team and adjust accordingly based on market conditions.
- Collaborate with Chief Convention Sales & Services Officer with budget development for convention sales and services departments. Hold knowledge of the overall budget and sales programs and ensure effective management of all expenses for sales and services departments and provide YTD and YE projections at any time.
- Monitor competition and remain knowledgeable on their price offerings, packages, service offerings and appropriately incorporate this knowledge into sales team strategies and tactics.
- Facilitates regular sales team meetings with sales, services, marketing and tourism departments.
- Attend Visit Sacramento board meetings, STMD meetings, quarterly meetings with other hotels and others as assigned.

Qualifications—Skills and Abilities (Required/Preferred):

- Great knowledge of Sacramento and Sacramento's history preferred.
- Excellent customer service and interpersonal communication skills.
- Excellent oral and written communication skills.
- Ability to exercise judgment and diplomacy in a wide variety of public contact situations.
- Excellent organizational skills and ability to handle multiple tasks and projects.
- Strong understanding of Microsoft Word, Excel, PowerPoint, Office, and Adobe PDF.

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- Flexible and able to adjust to changing conditions and circumstances.
- Reliable transportation and proof of insurance.
- Able to work evenings and weekends when needed, travel when needed and work in the Visit Sacramento Office when needed.

Education and Experience (Required/Preferred):

- Two-year degree from an academic institution preferred or equivalent experience.
- Experience with convention bureau, hotel, tourist attraction or other related tourism field preferred.
- Sales experience in the hospitality or tourism related field preferred.

Physical Requirements:

Employee may experience the following physical demands for extended periods of time:

- View computer monitors
- Sitting
- Standing for community functions, events, meetings, etc.
- Ability to lift up to 15 lbs.
- Travel to other locations to represent Visit Sacramento (i.e., events, educational conferences, etc.)

Work Environment:

Work is typically performed in a corporate office environment, though also requires work outside of the office and/or outdoors on location for community and company events.

The above information in this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees in this job.

Visit Sacramento is an Equal Opportunity Employer:

As an Equal Opportunity Employer, we are committed to creating a diverse and inclusive company culture, and that our team does not discriminate against candidates and employees regardless of age, race, color, religion, gender, sex, sexual orientation, gender identity and/or expression, national origin, veteran, disability status, or any other characteristic protected by federal, state or local law. In addition, Visit Sacramento will provide reasonable accommodation for qualified individuals with disabilities.

We believe every member of our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design and deliver solutions.

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Acknowledgement:

I have reviewed the Job Description, been given a copy and agree it is an accurate representation of the responsibilities of my job.

I understand that as Visit Sacramento business needs change, my job description may change. I, therefore, understand that I may be asked to perform duties, activities and assume responsibilities that are not listed in the Job Description.

Employee

Date

CC: Employee
Supervisor
HR File