

POSITION DESCRIPTION

Visit Salt Lake



SALT LAKE

Job Title: Director of Convention Sales
FLSA: Full-time, Exempt
Reports to: Vice President of Sales
Department: Sales & Services

Job Summary

Salt Lake is a place where elevation meets aspiration. An active urban city set at the foot of spectacular mountains. A place for open minds and fresh perspectives. This is an exciting time to be in Salt Lake: a brand new \$5.1B SLC International Airport expansion, a recently opened 700-key Hyatt Regency convention hotel, several new hotels in the development pipeline, population and business growth (Utah has been the fastest growing state in the nation since 2010, primarily driven by Salt Lake), host of the 2023 NBA All-Star Game and recently announced as the preferred host of the 2034 Winter Olympics...Salt Lake is on fire, and we're just getting started.

To capitalize on this incredible growth and to achieve Visit Salt Lake's ambitious vision, we're seeking a highly skilled individual who represents Visit Salt Lake to convention planners throughout the US, primarily within the scientific, technical, engineering, user groups and religious markets. Promotes and sells Salt Lake as a convention destination with a focus on groups that use a multi-hotel package and the Salt Palace Convention Center or Mountain America Expo Center.

Primary Responsibilities:

- Generate sales leads for convention/exposition centers.
- Create and maintain a client base; develop and sustain professional relationships with clients.
- Solicit business through telemarketing, correspondence, personal appointments, site inspections, bid presentations, buyer education trips, and attendance at trade shows and industry events.
- Maintain contact with planners during their respective conventions, and directly after to solicit for repeat business.
- Develop a well-informed working knowledge of major hotels, venues, attractions, and services in the Salt Lake area.
- Maintain an awareness of competitors' products and promotions, and industry issues that influence sales.
- Analyze individual trade shows and industry event participation to determine the best return on investment.
- Maintain accurate information and current documentation of sales activities in Simpleview CRM.
- Contribute to marketing plan and budget development.

Working Relationships

Reports directly to the Vice President of Sales. Works closely with Visit Salt Lake staff, particularly sales assistants and meeting & convention sales colleagues. Also, works with meeting planners, hotel sales staff, Salt Palace Convention Center and Mountain America Expo Center staff on a regular basis.

Qualifications

- Four-year degree from an academic institution or equivalent, and a minimum of four years hospitality industry sales experience.
- Strong and consistent ability to prioritize activities within specific time guidelines and to handle multiple responsibilities within a specific time frame.
- Skills in account management, direct sales, and sales presentations.
- Possess excellent communication skills; written, oral, and grammatical.
- Willing and able to work evenings, weekends, and holidays based on client and office demands.
- Must be able to drive a car, and travel.
- Good working knowledge of computers, Microsoft Office software, Outlook, and general office equipment.
- Experience with SimpleView CRM and EmpowerMINT a plus.

Benefits Package: Insurance: medical, dental, vision, life, long-term disability. 401(k) plan, Vacation, Sick, Personal Days, and major holidays PTO.

Application: Interested candidates are encouraged to submit their resume and cover letter at HRvisitSL@visitsaltlake.com.

Visit Salt Lake is an equal opportunity employer. We value diversity and encourage applicants from all backgrounds to apply. Only qualified candidates will be contacted for an interview. We thank all applicants for their interest in joining our team.

Final candidates will be subject to a background and reference check. E/O/E