

## **Convention Center Sales Manager**

**[Key Markets: Association (excluding Government Assn and Education Assn) and Hobby]**

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Travel Tacoma – Mt. Rainier Tourism & Sports is the official destination marketing organization for Pierce County, Washington and is a highly-visible organization with a fast-paced, dynamic, and collaborative work environment.

### **| JOB DESCRIPTION |**

The Convention Center Sales Manager is a client-facing position that requires the ability to multi-task, deliver professionalism, outstanding customer service, experienced sales negotiations, customer development and retention skills and is a self-starter! This position is responsible for recruiting new meeting and event business to Tacoma and Pierce County and aggressively selling space at the Greater Tacoma Convention Center [GTCC]. This position will focus on developing the Association (all associations except education and government), Fraternal, Hobby, Social, Society and Union markets to meet and exceed revenue and room night goals.

### **Responsibilities:**

- Proactively research and solicit new and existing clients/accounts to meet and exceed revenue and room night goals by making cold calls, direct sales calls, sales blitzes + site tours; ensure bookings
- Assist in developing annual sales and marketing plan and department budget; control expenditures to budgetary requirements
- Collaboratively develop short and long-term plans and strategies for achieving department goals and objectives; anticipate critical obstacles and issues
- Craft a personal professional action plan to develop, maintain and close business for the GTCC
- Maintain excellent relationships and regular contact with existing and potential clients/accounts
- Travel, attend and represent the GTCC at tradeshow, conventions, sales meetings and industry events as assigned
- Liaise with groups to arrange meeting services and hotel accommodations
- Conduct tours of the destination and facility; entertain qualified potential clients

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- Prepare correspondence and bid proposals. May negotiate event bids and contracts with potential clients in accordance with approved booking policies and procedures.
- Call on prospects to solicit business, analyze requirements of function, outline available lodging/meeting facilities and services offered, and send leads
- Use facility booking and scheduling software to book space, log client activities, establish traces and produce reports
- Evaluate sales trends, competition, economic/business conditions, and performance; recommend changes in sales programs to make markets more effective in meeting sales volume quotas
- Comply with established policies and guidelines applying to the TRCVB and GTCC operations and employee conduct; maintain a professional image at all times through appearance and dress
- Schedule work activities to ensure that deadlines are met and goals are achieved in a timely manner
- Maintain current knowledge of all hotel capabilities near the Convention Center

Qualifications:

- A minimum of three [3] years sales experience with a solid understanding of hospitality industry; Convention/conference/trade center or related field experience preferred
- Experience working with state association, education, non-profit and government markets
- A bachelor's degree with major course work in business management, marketing, sales, communication, hospitality or related field required; equivalent directly related experience considered
- Excellent sales, communication and presentation skills
- Fluent in English – excellent written and verbal communication
- Proficient in computer skills; familiarity with sales, marketing, public relations and social media concepts
- Ability to travel extensively to attend workshops, trade shows, conventions + training
- Work non standard work hours, evenings, weekends, holidays, and occasionally out of town
- Must have a valid driver's license and vehicle
- Strong ability to multi-task and prioritize
- Must be able to lift 35 lbs

| COMPENSATION |

Dependent upon experience and skills.



Travel Tacoma - Mt. Rainier Tourism & Sports is an equal opportunity employer that welcomes and encourages individuals of all cultures and communities to apply.

To apply, send cover letter and resumé to [sales@traveltacoma.com](mailto:sales@traveltacoma.com). Please include "Sales Manager" in the subject line.

Position is full-time, 40 hours/ week (with 10% travel and occasional requirements on weekends and in the evenings).

Offices are located at 1516 Commerce St, Tacoma, WA 98402 (at the Greater Tacoma Convention Center).

Reports to: Vice President of Sales & Servicing

Compensation: Base salary, plus incentive, health care and 401k program. Salary DOQ.

Deadline for applications: Wednesday, January 19, 2022