



JOB DESCRIPTION

Title: Director of Group Sales
Compensation: DOE
Status: Full Time, Exempt Position
Reports To: President & CEO

SUMMARY

The Director of Group Sales is the strategic business leader of the Group Sales and Convention Services Departments and a major contributor to the overall success of the Visit Vancouver WA hospitality industry. The Director is responsible for achieving sales booking goals and the financial performance of the department. This position leads the Group Sales and Services team to build long-term, valued-based, customer relationships that enable achievement of sales objectives. The Director proactively positions and markets the city of Vancouver WA, and manages the department budget to enable activation of initiatives to meet business objectives. The Director is also individually responsible for numerous key sales accounts and their associated goals.

Strategies focus on delivering products and services to meet or exceed the needs and expectations of our clients. The Director also provides leadership and direction in creation of strategies and development of comprehensive programs that will integrate sales resources in order to fulfill Visit Vancouver WA's mission and long-term strategic objectives.

This position reports to the President and CEO and serves on the Leadership Team.

SUPERVISION OF OTHERS

Director of Group Sales

- 2 Group Sales Managers
- 1 Destination Services Coordinator

EDUCATION AND/OR EXPERIENCE

- Four-year bachelor's degree in Business Administration, Marketing, Communication, Hotel and Restaurant Management, or related major or related industry experience.
- Five or more years of hospitality sales leadership experience.

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- Experience must include demonstrated success in a senior level leadership position in the travel/tourism and hospitality industry specifically in the areas of sales and marketing.

IDEAL BACKGROUND, KNOWLEDGE, SKILLS, AND ABILITIES DESIRED

- Previous convention hotel or DMO leadership experience is required.
- Knowledge of the meetings and tourism industry, its distribution channels, and its customer base is critical.
- Excellent written, verbal, and interpersonal skills.
- Ability to clearly express complex thoughts, ideas, statistical results, and management concepts in oral and written form.
- Experience in complex contractual negotiations.
- Good analytical and interpersonal skills, high attention to detail, accurate documentation and follow through.
- Must be an exceptional listener.
- Strong quantitative analysis skills.
- Knowledge of Vancouver WA, Portland OR and/or Pacific Northwest destinations will be looked upon favorably.
- Ability to absorb and manage a workload requiring irregular evening and weekend hours and regular out of town travel.
- Excellent organizational skills and ability to meet deadlines.
- Ability to prioritize and handle multiple projects simultaneously in a fast-paced environment.
- Ability to write strategic plans and sales plans for Visit Vancouver WA.
- Must have knowledge of computer software applications in word processing, spreadsheets, databases, and presentation software (MSWord, Excel, PowerPoint, Outlook, Simpleview CRM).

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

- Ability to work collaboratively.
- Persuasive sales and negotiation skills.
- Exceptional attention to detail.
- Ability to create and outline procedures as well as execute processes with appropriate follow up and accountability.
- A natural relationship builder with a high likeability factor.
- Excellent team building skills; proven success with employee training, mentoring, development and managing a diverse team.
- Effective interpersonal skills, maturity, good judgment and capable of communicating in a professional manner with a diverse range of individuals.
- A leader with exceptional problem-solving skills who is a quick study and possesses a desire and willingness to learn.

- A passionate and inspirational leader that can support and act within a team environment.
- A motivated self-starter.
- A successful track record building alliances with a wide range of constituents.
- A team leader who works well in a collegial management environment but is equally comfortable in a more competitive sales environment.
- Excellent communication and presentation skills.
- Demonstrates high integrity at all times.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops and implements sales plan in concert with the organization's mission and objectives.
- Directs implementation and execution of sales policies and practices.
- Ensures communications are coordinated, supports sales plan objectives, and meets organizational expenditure requirements in conjunction with Marketing and Communications Department.
- Recommends sales strategies for improvement based on market research and competitor analysis.
- Implements approved distribution strategies.
- Manages multiple-channel selling strategies.
- Builds, develops, and manages sales team capable of carrying out needed sales and services initiatives.
- Develop and implement direct sales projects and programs, targeting all long-term market segments assigned including, but not limited to the following: Sales Missions, Site Visits, Familiarization Trips, Trade Shows, Special Events, Hospitality Events, Direct Sales Travel, and digital marketing programs, promotions, and publications.
- Oversees coordination of the hospitality community sales efforts in attracting meetings, tradeshow, and convention segments.
- Ensures all definite bookings and hosting obligations have proper signatures on letters of agreement, variances, and hotel commitments for all long-term bookings.
- Follow up with audit results performed by finance department.
- Ensures that the sales team is focused on selling to future groups at all times and that definite booked groups are appropriately turned over to convention services, allowing future sales to be made.
- Works in concert with Marketing and Communications Department on marketing initiatives to reach our customers.
- As a member of the Leadership Team, assist in developing the vision and long-term business strategy for an integrated organizational sales and marketing effort.

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- Works closely with direct reports to manage and lead the departmental team's efforts in each functional area. Conducts regular meetings with them and schedules regular departmental meetings.
- Establishes and maintains on-going effective communications with clients, members, partners, other industry leaders and important stakeholders. Serves on committees and boards as strategically defined by the President & CEO. Attends and participates in various DMO and industry events, trade shows, marketing and sales missions, etc. Ensures direct reports do the same in their respective areas of responsibility.
- Assumes lead role in preparing and presenting annual sales plan and budget. Analyzes and measures progress against plan as it was approved by the President & CEO, providing relevant information and communications on a regular basis as required.
- For each functional area of responsibility, monitors results of the team's efforts, acknowledges successes, and sees that any corrective action is taken when required.
- Communicates to President & CEO and Board on a regular basis, keeping them well informed of efforts, results and planned actions.
- Attends regular meetings, retreats and other meetings as required. Demonstrates positive support of the DMO mission. In all personal actions, supports and complies with the organization's policies and procedures, performance standards and code of ethics.
- Performs other duties as assigned.

KEY PRIORITIES FOR THE FIRST 6 MONTHS

1. Begin to develop strong and meaningful relationships with all stakeholders/constituents and maintain effective ongoing communication. Constituents include but are not limited to clients, staff, hotel community, industry leaders, business leaders, elected officials, other partners, and vendors.
2. Assess production goals and current productivity/results.
3. Assess the team and how best to maximize their talent, and establish future room night goals and initiatives.
4. Assess industry partnerships and present recommendations.
5. Work closely with President and Leadership Team to facilitate a strategic sales plan.

HOW TO APPLY

Please send your resume and cover letter to cmyers@visitvancouverwa.com. The deadline to apply is April 15, 2022 at 9 p.m.

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