



## **Director of Sales**

Reports to: Assistant Director  
Department: Sales

Full Time Position

## **Job Description**

The primary person responsible for leading and directing the Sales team in soliciting, securing, maintaining and executing successful events within the convention, conference, meeting, tradeshow, consumer show, and social function business for the Von Braun Center with the main objective of maximizing revenue. Represents the Von Braun Center as an agency of the city in a positive and professional manner at all times.

## **Essential Functions:**

1. Responsible for the day-to-day operations of the sales department.
2. Develop business through a targeted approach, execution and follow through.
3. Set sales strategies to achieve overall revenue goals for the Von Braun Center.
4. Establish and maintain contact with decision makers of organizations who would have the probability of bringing conventions and meetings to the City of Huntsville and the Von Braun Center.
5. Communicates and resolves problems effectively and in a timely manner with event organizers.
6. Market the VBC at trade shows, make sales presentations and conduct site tours.
7. Responsible for the group trade show and travel planning.
8. Generates contracts and insurance requirements, monitors compliance with policies for conferences and events.
9. Maintains an understanding of the organizational mission, structure, facilities, policies, rules, regulations, procedures, programs, services, etc., to ensure a comprehensive strategic approach to event sales and service delivery.
10. Determine the economic impact of individual events and overall impact of the Von Braun Center.
11. Works closely with other department directors to develop and implement policies and procedures related to conference services.
12. Responsible for recruiting, interviewing and hiring Sales Staff.
13. Maintains a positive image in the community by being involved in industry specific activities and those of clients and potential clients.
14. Maintain a positive relationship with area hotels and the Huntsville/Madison County Convention & Visitors Bureau.
15. Maintains Von Braun Center's event booking software, which includes but not limited to booking, building reports & training employees.

16. Maintains the Von Braun Center's rate structure to be consistent, fair and transparent.
17. May assist the Assistant Director in other areas as necessary.

**Qualifications:**

1. Education and experience equivalent to: Bachelor's degree supplemented with two (2) years of related experience in marketing, sales or event management OR significant management or sales experience in conference and event management or hotel and resort management.
2. Able to work a flexible schedule to include evenings, weekends, and the ability to travel.
3. Proficiency in Microsoft Office, Access, Word and Excel required. Experience with scheduling software preferred.
4. Possess knowledge of basic meeting and conference planning procedures.