**DIRECTOR OF DESTINATION SALES**

The Director of Destination Sales is responsible for the development and management of the Panama City Beach Convention & Visitors Bureau (CVB) travel and tradeshow sales programs and initiatives. This position reports to the Vice President, Sales for the Panama City Beach Convention & Visitors Bureau.

**General Scope of Duties**

* Responsible for assisting the Vice President, Sales with developing, maintaining and implementing the Program of Work as related to international leisure sales.
* Responsible for the planning and execution of the CVB’s presence at travel tradeshows.
* Responsible for representing the CVB with international travel-trade representation firms, as well as any other outside vendors necessary to execute the sales department Program of Work.
* Responsible for creating training programs and attending workshops with industry partners.
* Responsible for maintaining a quality relationship with staff, board members, partners, and general public; effective telephone skills and information gathering techniques.

**Other Duties**

The Director of Destination Sales will perform other assignments as instructed by the Vice President, Sales of the Panama City Beach Convention & Visitors Bureau.

**Qualifications and Skills**

* Must possess the ability to portray and project a personal professional image and have effective written and verbal communication skills.
* Must possess the ability to exercise initiative, good judgment, and tact when representing the CVB.
* Must have strong interpersonal skills, be able to work independently, but also demonstrate the ability to work well with others in teams.
* Must possess the ability to analyze project needs, focus on achievement, manage detail and think creatively.
* Must possess a valid Florida driver’s license and passport. Extensive travel is required, in the performance of regular duties.
* Must be computer literate.
* Must possess experience in destination/tourism marketing related field. An understanding of Panama City Beach’s tourism industry is preferred.
* Must have earned a bachelor’s degree from an accredited college or university, or have commensurate experience in a directly related field.