

JOB POSTING

Director of Convention Sales

September, 2016

What does the Greater Madison Convention & Visitors Bureau do? We bring leisure, sports, and convention visitors to Madison and make sure they have the best time ever. We know Madison's great, and we're out to spread the word.

We're looking for team members who are passionate about their work and Madison. If that's you, consider us for your next career move!

We have a job opening for a **Director of Convention Sales** at our downtown office. The Director of Convention Sales manages the Convention and Sales Department on a day-to-day basis, and is responsible for leading, directing, training and monitoring the convention sales efforts of the GMCVB, for the purpose of promoting the Madison Area/Dane County (and its facilities) as a destination for conventions, meetings and tradeshow involving overnight accommodations and achieving organizational sales related goals. The Director of Sales also has direct account management and sales responsibilities associated with specific accounts.

RESPONSIBILITIES

Convention Sales Planning & Administration

- Directly oversee sales managers on day-to-day basis, ensuring team is strategically focused.
- Implement annual strategic sales plan, designed to achieve annual sales department goals.
- Lead and manage sales strategies and processes to reach sales department internal and external goals.
- Direct and manage special sales programs, activities and promotions including but not limited to tradeshow engagement, Bring Your Meeting Home programs, collaborative programs such as WAA events, sales missions, FAMs etc.
- Mentor, coach, train and support sales team as needed for each to achieve their individual production and sales goals.
- Oversee maintenance and utilization of reports, research and CRM databases required to monitor sales team activities.
- Review and approve all direct reports' expense reports.
- At direction of VP of Conventions Sales & Services, manage the sales department budget throughout year.,
- Manage sales team incentive programs, and recommend sales team production incentive awards.
- Participate in annual marketing plan development, implementation and monitoring, along with VP of Convention Sales & Services, and others as appropriate
- Participate in regular communications/meetings with marketing team to ensure appropriate integration of marketing and sales messages and necessary support materials, event support and publicity are being developed and coordinated to support sales activities.
- Conduct regular individual meetings with sales managers to oversee and monitor sales activities, strategies and related issues.
- Perform periodic and annual performance reviews of all direct reports.
- Interview, recruit and train members of the convention sales team.
- Stay current on competition, industry trends and practices.
- Work with Director of Convention & Event Services on coordination of and transition of accounts from sales to services
- Coordinate financial solicitation with Development Department when event support/sponsorship is needed

- Participate in regular meetings of Bureau staff, task forces or committees as required by position or requested by the VP of Convention Sales & Services.
- Uphold GMCVB core values, policies and practices

Individual Sales Performance and Administration

- Manage key client relationships and account base and other relationships as directed by VP of Convention Sales & Services.
- Achieve individual internal and external booking goals.
- Identify, prospect and contact accounts, which have potential for contributing to performance goals.
- Organize and develop sales and bid proposals including coordination of hotel room blocks.
- Direct and conduct bid/sales presentations for client base
- Represent GMCVB and destination at industry events, tradeshow, meeting, etc., as directed in annual sales plan and by VP of Convention Sales & Services.
- Administer all paperwork related to account management and budget.
- Travel as required, to achieve goals and maintain relationships
- Pursue pertinent professional development opportunities within the GMCVB budget.

Customer and Community Relations

- Identify, recruit and encourage local citizens who can influence targeted customers on site decisions.
- Develop and maintain strong working relationships with industry partners/stakeholders
- Meet regularly with Directors of Sales of facilities and properties, as needed and as directed by the VP of Convention Sales & Services.
- Lead sales reporting at GM/DOS meetings
- Maintain well-informed working knowledge of all related area convention and show facilities and services
- Perform and participate in Bureau-sponsored functions and activities, as required by position or directed by the VP of Conventions Sales & Services.

QUALIFICATIONS

Knowledge and Education Required

- Bachelor's degree in business or hospitality related field strongly preferred; minimum of associates degree required
- Minimum of 5 years hospitality industry sales experience or related relevant experience
- Knowledge of sales processes including identifying customer needs, follow-up and closing sales
- CVB/DMO sales experience preferred

Skills Required

- Strategic and critical thinking skills.
- Proven skills in leadership/mentoring and motivating others; sales training, persuasion and negotiation, relationship building
- Proven skills in account management, direct sales, sales presentations (oral and written) and trade show exhibiting
- Strong customer service skills.
- Strong communications skills particularly in listening, facilitating and problem solving.
- Strong organizational and time management skills.
- Strong commitment to quality and accuracy.
- Proficiency on computer based systems, which include personal computers, Microsoft Office products

Abilities and Experience Required.

- Motivated, self-starter who is goal oriented.
- Understanding of hospitality/tourism industry. Meeting planning experience beneficial
- Ability to network, establish and maintain effective client and other business relationships.
- Proven experience in cultivating new business relationships that lead to successful results
- Understanding of and ability to uphold ethical business practices
- Demonstrated ability to work with and keep sensitive information confidential
- Ability to be flexible and think creatively in meeting customer needs and closing business
- Ability to develop and write effective proposals, reports, sales plans and business correspondence.
- Experience on Customer Relationship Management software including Simpleview preferred
- Experience with STR and TAP reporting systems a plus
- Experience with securing sports events a plus
- Engagement/activity with industry trade organizations such as HSMAI, ASAE, PCMA, and MPI a plus

Physical Demands

While performing the duties of this job, the employee is required to sit at a desk and computer for long periods of time, is occasionally required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 35 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate effectively via verbal, audible and written means. Travel by car, bus, train or plane frequently required.

Work Environment

Heated and air conditioned open office environment. Noise level is usually low to moderate. May be required to occasionally travel and work off site for training, special projects and Bureau supported functions.

Reasonable Accommodation

It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

The GMCVB is an Affirmative Action/Equal Opportunity Employer.

How to apply:

To apply for any of our jobs, we ask for a **cover letter, with salary requirements, and a current resume.**

Send cover letter and resume to operations@visitmadison.com, or by mail to:

GMCVB
Recruitment
22 E Mifflin Street, Suite 200
Madison, WI 53703

Application deadline is Friday, October 7, 2016. Applications will be reviewed upon receipt. Please submit your application as soon as possible for early consideration.