

CITY OF TUPELO

Job Description

DIRECTOR OF SALES

Exempt (Y/N): Yes	Salary Level:
Location: Convention & Visitors Bureau	Shift: 8-Hour with Nights & Weekend
Department: Convention & Visitors Bureau	Supervisor: Deputy Director

SUMMARY:

Responsible for leading and managing the sales and guest services team in day to day activities and goals. Create and implement all of the strategies and tactics of the sales department to promote and sell our destination to meetings, sports, groups and leisure markets in a manner which maximizes the economic impact for Tupelo. Manage the group services department to provide the highest quality customer service to meeting planners, convention attendees and all others associated with the successful functioning of conventions, meetings and events. Participate in all relevant meetings, including Tupelo CVB board meeting, sales and services meetings and partner meetings. Participate as a member of the senior leadership team and maintain the highest level of behaviors including but not limited to: leadership, ethics and overall dedication to the organization and the destination.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Maintain close working relations with area hotels, meeting and convention facilities, and serve as liaison between the sales and services team, the clients as needed and these facilities
- Develop focused account selling strategy; determines destination's assets and pursues opportunities accordingly
- Set and ensure achievement of room night and room lead generation goals for all sales staff by implementing sales trips, attendance at trade shows, and site inspections
- Manage sales effort on a day to day basis; ensures that sales staff is strategically progressing; develop and sustain measures of accountability via annual performance review
- Communicate with Sales Directors of hotels to understand hotels' sales strategies by conducting regular meetings
- Produce monthly sales activity reports and sales production reports to track gained and lost business and report at monthly board of directors meetings and partners meetings
- Assist in the development of the annual budget for the Sales and Services Department in conjunction with the executive director and deputy director and work with the office manager on a monthly basis to ensure that it is administered correctly
- Generate timely sales reports on leads from all sales trips to hotels and meeting partners
- Maintain knowledge of hotel properties, attractions and services through

- on-site visits and ongoing communication
- Manage database and create reports through the customer relationship management system
- Assist with special projects and tasks related to the overall goals of the bureau
- Maintain working knowledge of the product – hotel/motel properties, exhibit facilities as well as area attractions that have a positive sales impact
- Develop strategies for the cultivation of new markets
- Assist in the development of annual marketing plan for the Sales/Service Department in conjunction with the sales and service team and executive/senior leadership team
- Create a focused, goal oriented, positive team approach to selling the destination
- Train and coach sales and services staff
- Research competition regarding their marketing and sales strategies
- Plan and conduct sales and service staff meetings
- Obtain membership in approved professional associations
- Meet all clients while they are in Tupelo for site inspections and meetings and coordinate similar meetings for the executive director where appropriate
- Conduct performance reviews with all sales staff semi-annually
- Attend and participate in trade shows, industry meetings, sales trips, bid presentations, site inspections and sales calls to promote the city

SUPERVISORY DUTIES:

Supervise Sales Managers and provides sales goals for them in their respected markets. Perform annual job reviews for Sales Managers.

QUALIFICATION REQUIREMENTS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Hotel sales experience preferred with an extensive knowledge of destination selling or experience as sales director/VP of another convention & visitors bureau
- A proven track record of driving increased sales, developing strategic relationships, growing market share and increasing profitability
- Track record creating positive, collaborative team building and training
- Excellent interpersonal, presentation, communication and organizational skills
- Willingness to travel as needed and attend various trade shows
- Ability and willingness to work evenings, weekends and holidays

based on client and office demands

- Advanced knowledge of sales / hospitality principles and practices
- Extensive knowledge of the region and local amenities
- Aptitude for time management, organization and attention to detail
- Enthusiasm to perform the job with efficiency and creativity
- Ability to work well with other staff and perform as a team player
- Working knowledge of computer applications, including:
 - Word
 - Excel
 - PowerPoint

EDUCATION AND/OR EXPERIENCE

Four-year degree from an accredited academic institution or 7-10 years sales experience at management level

LANGUAGE SKILLS:

Ability to Read, analyze, adapt, interpret policy and sports rules and regulations as regulations, as well as communication skills and the monitoring and investigating of customer complaints

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation, which does not create undue hardship, will be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee must be able to regularly stand, walk, talk, sit, and hear as well as frequently climb, balance, reach with hand as well as the frequent use of close and distance vision, peripheral vision and the ability to adjust and focus. Employee must regularly lift or move up to 75 pounds and occasionally up to 100 pounds.

SPECIAL REQUIREMENT

Possession of an appropriate valid driver's license

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to use hands to finger, handle or feel objects or controls.