



Convention Sales Manager

Visit Visalia Convention & Visitors Bureau

Visit Visalia is hiring a Convention Sales Manager to prospect, solicit and secure convention and large meeting business that aligns with our community goals. The Convention Sales Manager role is responsible for lead generation and hotel booking production for convention and group sales by proactively identifying, pursuing and securing high-value group opportunities. This role leads the strategic sales efforts for city wide conventions, conferences and groups and builds strong client and partnership relationships, economic impact contributing to the long-term growth of our community's group meeting pipeline. Visit Visalia (Visalia Convention and Visitor's Bureau) works to position Visalia as a desirable destination and proactively maintains a positive economic impact annually for the City of Visalia. The position reports to a board of directors that governs the organization.

Responsibilities

- Ø Prospect, solicit and secure convention and large meeting business that aligns with room night goals., negotiation, and closing of convention and meeting business.
- Ø Generate and distribute leads for hotels in the City of Visalia.
- Ø Build and manage a portfolio of accounts and lead long-term relationship development with meeting planners and decision makers.
- Ø Execute against a strategic sales plan to achieve or exceed assigned room night, economic impact and revenue goals.
- Ø Represent Visit Visalia at trade shows, industry events, and sales missions to generate qualified leads.
- Ø Respond to RFPs with compelling proposals in collaboration with hotels, venues and community partners.
- Ø Prepare for and attend various industry trade shows as needed, managing all pre-show functions, follow-up, and ROI reporting.
- Ø Establish and maintain collaborative working relationships with convention center representatives, tourism partners, hotel representatives and Visit Visalia team members.
- Ø Maintain up-to-date knowledge of destination features, convention center, city hotels, attractions, regional airport, weather, food scene, recreation, etc.
- Ø Stay abreast of industry trends and practices; maintain awareness of competing destinations.
- Ø Prepare and distribute various weekly, monthly, quarterly and annual internal and external contracts, quotes, proposals, and reports within established deadlines.

- Ø Administer and maintain department related databases, project plans and spreadsheets to track information and handle projects.
- Ø Maintain strong industry presence through participation in meeting professional organizations. Organize and attend sales missions, networking opportunities and other activities to solicit new business.
- Ø Coordinate and conduct site tours for meeting planners, showcasing facilities and attractions in the city
- Ø Keep accurate records and files on upcoming conventions, proposals, and bids through IDSS with monthly/quarterly reports.
- Ø Assist in administrative, marketing, and budgetary management.
- Ø Understand this salaried position requires travel and some work outside of normal business hours
- Ø Lead CVB Convention Committee
- Ø Other duties and projects may be assigned.

Qualifications and Competencies

- 3+ years of experience in convention sales, destination sales, hotel sales or a related hospitality role.
- Proven track record of securing convention/meeting business.
- Strong prospecting, negotiation, proposal presentation, and closing skills.
- Excellent verbal and communications skills.
- Experience in working in a CVB/DMO environment beneficial
- Knowledge of convention center operations and citywide booking strategies a plus
- Functional knowledge and experience in areas of sales and customer relationship building, both internally and externally
- Persuasive sales and negotiation skills with emphasis on closing the sale
- Strong interpersonal skills, maturity, good judgement and capable of communicating in a professional manner with a diverse range of individuals, maintain professional presence
- Highly motivated self-starter
- Proven problem analysis and resolution skills, exceptional analytical skills
- Ability to prioritize and manage multiple responsibilities including prospects and clients within the move management process
- Strong attention to detail
- Efficient and proven organizational skills
- Proficient technology application skills: MS Office (Word, Excel, PowerPoint), Customer Relationship Management software – IDSS preferred but not required

Required:

- Approved to legally work in the United States
- Successful Completion of Background Check
- Valid Driver's License & Automobile Insurance
- Ability to travel with multiple overnights

Physical Ability:

- Must be able to sit for extended periods of time,
- Must be able to communicate by phone, e-mail and face to face

- Must be able to bend, stoop and reach,
- Must be able to lift up to 30 pounds on an occasional basis,
- Must be able to travel independently.

*This job description is not intended to be all-inclusive and may be updated to reflect evolving organizational needs.

Salary Range: \$70,000 to \$80,000