

## **Convention Sales Manager**

Directs the sales effort, follows booking procedures and execution of contracts for convention and meeting activity. The Sales Manager is responsible for performing related sales functions for all conventions, meetings, wedding receptions, banquets and social events. This role also solicits and develops new business on a local, statewide and national scale and provides guidance for meeting planners requiring assistance. Partners with and accompanies "Visit XYZ" sales staff to promote the Convention Center property.

Previous sales experience in convention and/or hotel banquet and meeting planning activity is required. This position does not directly supervise any staff.

ESSENTIAL DUTIES - Other duties and responsibilities may be assigned.

- Ensures the successful achievement of the convention center's short and long-term sales goals and objectives.
- Assists and advises Executive Director as necessary, to initiate and prepare Convention center's budget.
- Oversees all convention center contract creation and fulfills all client needs.
- Compiles on-going sales activity reports for the Executive Director and XYZ corporate.
- Partners with and accompanies Visit XYZ sales staff to promote the convention center.
- Attends weekly event planning meetings with Operations and Food & Beverage staff.
- Provides Business Manager with accurate event billing information for proper invoicing of client.
- Issues client contracts and is responsible for obtaining required deposits and final billing statements.
- Distributes evaluations and thank you inquiries, including facility packet inserts to clients.
- Conducts site tours/visits with potential clients.
- Collects and compiles competition comparisons regarding services, catering, etc.

MANAGEMENT CHARACTER QUALITIES REQUIRED:

- Customer Focus: Is dedicated to meeting and/or exceeding the expectations and requirements of internal and external customers.
- Integrity and Trust: Is widely trusted and is seen as a truthful individual who keeps confidences, admits mistakes, doesn't misrepresent themselves and is highly respectful of others.
- Communication: Consistently exhibits courteous, respectful, non-defensive and appropriate communications and presents information in a concise and understandable format.

- **Teamwork:** Works cooperatively with others in the accomplishment of joint tasks and common objectives. Contributes to a positive work environment, fosters collaboration and provides a tangible contribution.
- **Customary Work Hours:** Meets requirements of regular attendance in order to satisfactorily complete job responsibilities in a timely manner.

## **Job Requirements**

Education, training, experience:

### **EDUCATION and/or EXPERIENCE**

Degree in Business Administration, Marketing, Communications or related field, and one to five years previous relevant experience in position with management responsibilities. Work experience in a related job may be considered as a substitute for educational requirements. Demonstrated knowledge of marketing principles and practices including public and media relations, promotional and sales development; knowledge of organizational principles and project management. Previous marketing and sales experience in a conference, convention or full service hotel meeting space environment preferred.

### **LANGUAGE SKILLS**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Exceptional oral and written communication skills with the ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from managers, clients, customers, and the general public. Ability to engage in public speaking.

### **MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.

### **REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Excellent time management and organizational skills.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

Applicant must possess current, valid driver's license and a current working telephone with a number that can be accessed by building management personnel for business contact purposes.