



POSITION DESCRIPTION

POSITION: Director of Sales
REPORTS TO: Executive Director of CVB
PAYROLL STATUS: Regular, Full-Time, Exempt

JOB SUMMARY:

We are seeking an energetic sales leader that will promote and sell Pasadena to national convention/association clients and prospects. We are looking for candidates who are enthusiastic about identifying, developing, and successfully contracting meetings, conventions, and events that bring contracted room nights to Pasadena. Additionally, the ideal candidate will provide leadership to the CVB sales and services team members.

PRIMARY ACCOUNTABILITIES:

- Identify, prospect and contact accounts, with emphasis on new, national association accounts, to qualify them for future convention and event business for the Pasadena Convention Center and Pasadena hotels.
- Organize and develop sales proposals, including coordination of hotel room blocks.
- Coordinate and conduct bid presentations and other sales trips.
- Consult with and accompany clients on-site inspections, showcasing facilities and area benefits.
- Participate in industry tradeshows and analyze tradeshow values to determine best return on the organization's money.
- Administer all appropriate paperwork and data entry into USI associated with potential convention and tradeshow business, including but not limited to, correspondence, bid proposals, client diaries and database sales forms. Ensure data is accurate and current.
- Handle complex (city-wide) type accounts as directed. Works collaboratively with the marketing department to develop assets to reach target markets through sales events/tradeshows, convention pre-promotion and other activities as required.
- Develop and maintain process for regularly scheduled customer follow-up geared toward client satisfaction and repeat business. This includes but is not limited to on-site visits during meetings and events, phone and e-mail contact, etc. Utilize this process for potential rebooking and other servicing purposes.
- Identify, recruit and actively engage and encourage local community members affiliated with targeted accounts to hold future tradeshows, meetings, conventions or events in Pasadena.
- Develop strong, working relationships with key personnel from all Pasadena hotels
- Maintain a well-informed working knowledge of all hotels, attractions and services, both public and private, available in Pasadena.
- Maintain familiarity with competitive markets, facilities and any other issues that impact the bureau's ability to effectively sell Pasadena and its facilities



SECONDARY ACCOUNTABILITIES:

- Support PCVB staff on related bureau functions, activities and projects as directed.
- Assist in establishing sales & prospecting strategies for the Sales Department.
- Contribute to convention marketing strategies and plan as requested.
- Mentor Sales Managers with knowledge of the convention industry.
- Assist Sales Managers with complex contract negotiations when requested by Executive Director.
- Promptly administer all necessary sales records, including sales bulletins, expense reports and appropriate sales reports.
- Assist in annual budget and business planning process as requested by Executive Director.
- Represent Sales Department in budget, business planning and management team discussions as requested by Executive Director.

REQUIRED COMPETENCIES:

- Communication: Communicates well both verbally and in writing, creates accurate and punctual reports, delivers presentations, shares information and ideas with others, has good listening skills.
- Decision Making /Judgment: Recognizes problems and responds, systematically gathers information, sorts through complex issues, seeks input from others, addresses root cause of issues, makes timely decisions, use consensus when possible, communicates decisions to others.
- Customer Focus: Builds customer confidence, is committed to increasing customer satisfaction, sets achievable customer expectations, assumes responsibility for soliciting customer problems, ensures commitments to customers are met, solicits opinions and ideas from customers, responds to internal customers.
- Dependability: Meets commitments, works independently, accepts accountability, handles change, sets personal standards, stays focused under pressure, and meets attendance/punctuality requirements.
- Product Knowledge: Knows and explains product features/benefits, understands/sells the full product line, understands customer's business operations and needs, understands/responds to the competition, applies market knowledge.
- Organization and multi-tasking skills are a must.
- Adaptability/Flexibility: Adapts to change, is open to new ideas, takes on new responsibilities, handles pressure, adjust plans to meet changing needs.

QUALIFICATIONS:

Education/Training: Minimum two years of higher education. Bachelor's degree preferred. Must be proficient with computers, including industry related programs and databases. Certified Meeting Professional, Certified Exhibition Management, Certified Destination Management Executive, or Certified Hospitality Sales Professional preferred.

Work Experience: Minimum five years' experience in CVB, convention center or hotel sales is required.



Knowledge/Skills/Abilities:

- Working knowledge of MS Office programs including Outlook, Excel and Word.
- Superior customer relation management skills with a proven track record of exceeding expectations.
- Strong sales and negotiation skills.
- Motivated, self-starter and goal-oriented.
- Strong organizational and time management skills.
- Strong analytical skills to be able to determine quality of business and best suited business opportunities for community.
- Proven skills in account management, direct sales, sales presentations (oral and written) and trade show exhibiting required.

Travel is involved – 25% of the time. Working nights, weekends and/or holidays, as responsibilities dictate is also required.

TO APPLY:

Each qualified candidate is invited to submit a cover letter, resume to: resumes@pasadenacenter.com.

The position is open until filled.