



<b>Job title</b>	Meeting Sales Manager, Northwest Region (In-Market)
<b>Reports to</b>	Vice President, Meeting & Partnership Sales
<b>Department</b>	Convention Sales
<b>Location</b>	<i>Sacramento</i>
<b>Classification</b>	<i>Exempt</i>
<b>Date</b>	<i>July 2020</i>

### General Summary

MISSION: TO DEVELOP, MARKET AND SELL ANAHEIM TO BENEFIT THE ECONOMIC VITALITY OF OUR NEIGHBORHOODS.

The Meeting Sales Manager's primary objective includes selling, promoting and securing meeting opportunities for Anaheim/Orange County which generates occupancy and tourism tax revenues for the city of Anaheim and Garden Grove.

Responsibilities also include understanding the strategic needs of customers, offering business solutions, securing business opportunities for Visit Anaheim partners and have a detailed knowledge of the destination.

### Primary Duties and Responsibilities

Under the direction of the Vice President, Meetings & Partnership Sales, responsibilities will include but will not be limited to:

#### Essential Functions:

1. Responsible for developing sales plans to create awareness of destination and aggressively pursue all meeting opportunities and exceed goals based on assigned accounts and territories.
2. Responsibilities include: selling to specific accounts/territories, create and deliver sales presentations/proposals, site visits, generate qualified leads and securing definite bookings.
3. Strive to understand the strategic needs/objective of each customer to offer strategic business solutions and quantify the value of the business to Visit Anaheim.
4. Nurture relationships with current clients and secure new accounts that have not utilized Anaheim/Orange County. This scope covers all sizes of meetings as assigned, as to meet the needs of Visit Anaheim partners.
5. Responsible for maintenance of existing accounts, customer information, sales activity reports and trace dates in Visit Anaheim sales database.
6. Create new accounts and solicitation of businesses throughout targeted region/account base.
7. Must be able to travel, when necessary, to any US destination for business development purposes.

8. Coordinate and execute tradeshow and client events as assigned.
9. Coordinate sales trips and events with Sales Managers/Directors in same region to maximize customer penetration and budget/time investments.
10. Maintain visibility in the marketplace through membership participation in chapter meetings (MPI, PCMA, IAEE, ASAE, ESPA, etc.), as appropriate and approved. Enhance knowledge and relationships in the meetings/events industry.
11. Responsible for producing monthly reports, participation in conference calls, review of leads and bookings as assigned by supervisor.
12. Management of assigned budgets and submission of expense reports accurately and timely.
13. Performs other duties as assigned.

## Specifications

### 1. Education

- Required: 2-year associates degree.  
Preferred: 4-year college degree or equivalent.

### 2. Experience

- Required: 2-years hospitality/convention bureau/sales experience. Knowledge of key markets, related industry associations, trade shows and meetings.  
Preferred: 3-years sales experience in hotels, convention bureau and/or hospitality related industry.

### 3. Abilities

- Required: Excellent communication skills: Oral and written, presentations, and business correspondence. Ability to perform multiple tasks simultaneous and sales accounts, with a high level of professionalism.  
Preferred: Computer knowledge: Software programs - Simpleview, Excel, Microsoft Office and RingCentral.

Work week will regularly exceed 37 1/2 hours and not be limited to traditional work days (Monday-Friday). Occasional evenings and weekends are required.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The work environment is a professional business office.

A consistent and reliable presence at work is necessary.

**Please submit resumes to Debbie Taylor at [careers@visitanaheim.org](mailto:careers@visitanaheim.org). Subject line to read: Meeting Sales Manager, Northwest Region**