

## **DIRECTOR OF SALES**

### **Work for a Tourism Industry Leader**

Visit Seattle is now hiring a **Director of Sales** to provide hands on management of overall day-to-day activities of the Convention Sales team. The primary goal of this position is to maximize targeted booking opportunities for the city and region. The Director of Sales assists the Vice President of Convention Sales & Services in strategy of department and performance of all duties. We are looking for an energetic, creative, knowledgeable, revenue driven, strong hospitality sales professional to be accountable for Visit Seattle's mission to promote and sell the destination to strategic organizations to increase convention and visitor business while maximizing the economic impact on the area.

### **Key Job Duties- General**

- Work with Vice President of Convention Sales and Services to direct all Convention Sales initiatives for Visit Seattle.
- Assists in the development and implementation of strategies and marketing plans to effectively promote and sell the Washington State Convention Center, area hotels and the overall destination.
- Communicate with the sales leaders of hotels and other key hospitality partners to understand their sales strategies and needs, communicating Convention Center and Visit Seattle needs and opportunities; helping conduct regular stakeholder meetings.
- Oversees the segmentation of geographical markets and the analysis relative to the destination opportunities.
- Maintain partner relations with local hotels, facilities, attractions, and other related hospitality and city representatives.
- Assist in preparing monthly, quarterly, annual and ad hoc reports as requested and required.
- Assure compliance with appropriate data for all sales related accounts and contact information for CRM data base, ensuring team compliance for accuracy.
- Maintain very strong and up to speed knowledge of Convention Center, hotels, attractions, airport, policies and destination information to lead knowledge sharing with team.
- Keep on top of destination news, as well as new developments, industry trends and local news, including active involvement in local and national professional organizations to represent Seattle in targeted areas.
- Actively participates in planning and maintenance of departmental budget.
- Attends tradeshows, sales missions, client events, networking meetings and local meetings as needed to support and augment the sales team soliciting convention business.
- Take on additional projects and/or responsibilities as defined by the President and VP, Convention Sales & Services and performs other related duties and assignments as assigned.

### **Key Job Duties- Supervisory / Team**

- Lead, energize and develop a strong, motivated, competent and cohesive sales team.
- Direct team to achieve Visit Seattle definite and tentative room night goals.
- Assist team to generate qualified convention and meeting leads for Seattle area hotels, venues and Convention Center.

- Develop and direct focused account selling strategies for the various geographical market segments and actively maintain a thorough competitive analysis on behalf of organization.
- Conduct one on one, group sales meetings and business strategy meetings with the sales team to keep department up to date and working cohesively on all sales efforts, strategies and special projects.
- Approves all sales leads; reviews all space rate proposals and ensures customized, competitive, creative bids to best position destination to win business.
- Approves all lost Convention Center sales opportunities to ensure quality of information and data.
- Develop and maintain close relationships with all market segments and repeat customers and support the National Account Directors' efforts with these clients.
- Establish and enhance department policies and procedures designed to maximize revenue for the community and increase efficiencies.
- Oversee and effectively manage all administration areas related to Sales, including lead distribution, measurement systems, reporting, file maintenance and more.
- Participate in decision related to the selection, promotion, transfer, pay and discipline of department.
- Conduct mid-year and EOY goal reviews for direct reports and organize entire department with appropriate documents and target dates for goals and review.
- Personally conduct or oversee training for new employees to ensure established procedures are clearly understood and followed for all matters pertaining to convention sales.

**Education, prior work experience and specialized skills and knowledge:**

- Bachelor's degree with an emphasis in hospitality, marketing, sales, or business, plus at least five years of current hotel, meeting or convention professional experience.
- Accomplished and polished communicator.
- Strong sales track record.
- Supervisory and leadership experience of directors required.
- Proven ability to work with a diverse group of individuals and groups.
- Must be people-oriented and have high stamina/high energy levels.
- Highest standards of customer service focus.
- Creative problem solver.
- Great attention to detail and very organized.
- Able to prioritize and manage multiple projects/responsibilities and people.
- Independent and self-motivated; must be very goal oriented.
- Willing and able to work evenings, weekends, and holidays based on client and office demands.
- Able to work flexible hours and travel out of area for sales and meeting needs.
- Valid passport required.

**Compensation:** Competitive

We offer a friendly, fun, team-oriented work environment in a downtown office tower connected to the Washington State Convention Center, a competitive benefits package which includes a Paid Time Off program, 10 paid office holidays, employer-paid medical, dental and vision, plus 401k with employer matching.

**Visit Seattle actively seeks a diverse pool of candidates from a variety of backgrounds, and multicultural candidates are encouraged to apply.**

**To apply send cover letter and resume to [resumes@visitseattle.org](mailto:resumes@visitseattle.org) or apply online through the [Career Portal](#).**

### **Physical Demands**

The physical demands here are representative of those that must be met by an employee to successfully perform 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 occasionally required to:

- Stand; walk; sit; use hands to finger, handle, feel objects, tools or controls; reach with hands and arms; talk or hear
- Must occasionally lift and/or move up to 25 pounds
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus
- Employee must be able to sit or stand at a desk for up to 8 hours per day
- Domestic and international travel required
- Attendance at after normal office hours at Visit Seattle and Visit Seattle partner events sometimes required
- Work extended hours as business demands

### **Work Environment**

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing most of the duties of this job, the employee may not be exposed to weather condition. The noise level in the work environment is usually moderate.

### **About us:**

Visit Seattle has served as the official destination marketing organization (DMO) for Seattle and King County for more than 50 years. A 501(c)(6) organization, Visit Seattle enhances the economic prosperity of the region through global destination branding along with competitive programs and campaigns in leisure travel marketing, convention sales and overseas tourism development. Nearly 40 million annual visitors spend \$7.4 billion in the city and county each year. The economic power of travel and tourism generates more than 76,000 Seattle area jobs and contributes \$762 million in annual state and local tax revenue. Go to [www.visitseattle.org](http://www.visitseattle.org).