



CONFERENCE & VISITORS BUREAU

Love Beverly Hills

Position: Vice President of Business Development

Position Profile

The Vice President of Business Development is responsible for overseeing the organization's travel trade strategy and implementation. This individual will plan, develop and execute Beverly Hills Conference and Visitors Bureau's (BHCVB) annual travel trade plan focused on driving traffic and revenue to the city's hotels, retailers and restaurants from key international and domestic feeder markets. The ideal candidate will have a thorough understanding and knowledge of Beverly Hills and its domestic and international in-bound markets as well as DMO and/or hospitality industry sales and marketing experience.

Key Responsibilities

- Create and implement BHCVB's annual travel trade/sales plan in accordance with the organization's overarching strategic business plan
- Oversee the Group Sales Director and the development and implementation of BHCVB's MICE strategy.
- Manage Travel Trade Manager and execution of all leisure sales activities.
- Compose scope of work and supervise fulfillment of all contractual obligations for overseas international representation agencies.
- Work with Vice President of Marketing and Sr. Manager of Communications on all international marketing, partnership and PR activities.
- Define and maintain the international marketing and sales budget and track all expenditures.
- Manage and leverage Visit California, Brand USA and US Travel Association partnerships to extend reach of Beverly Hills.
- Develop special trade and consumer visitor programs designed to educate, build awareness and drive business.
- Oversee implementation of Beverly Hills travel trade programs including sales missions, trade shows, local sales calls and FAM visits.
- Represent the City of Beverly Hills globally at travel shows, sales missions and events.

Management Duties

- Evaluate, track and report return on all travel trade programs to ensure that plan, budget and results are aligned and communicated to all stakeholders.
- Participate as a member of the BHCVB leadership team along with the CEO and Vice President of Marketing to help develop the organization's strategy, innovation and culture.
- Assist when necessary with ongoing communications to the BHCVB Board of Directors and the city staff, including quarterly reports, summary of activities, meeting minutes and event recaps.
- Interact with industry peers to identify, implement and improve on best practices.
- Communicate with appropriate diplomacy and sensitivity in both internal and external relations.

Qualifications/Requirements

- 5-10 years in the travel industry directly related to destination and/or hospitality sales and marketing, with at least 3 years of experience in a senior leadership role with proven track record.
- Prior destination marketing, hotel sales, international tourism development and/or similar industry experience required.
- Must possess administrative skills with budget planning experience.

- Strong communication and public speaking skills.
- Ability to manage multiple projects in a fast paced environment.
- Superior independent work capability as well as ability to work as part of a team.
- Excellent decision-making, problem solving, time management and organization skills.
- Willingness to travel 5-10 times per year.

Salary

Commensurate with qualifications and experience. Competitive benefits package including medical, dental, vision, 401K and vacation.

To Apply

Please send cover letter and resume to: info@lovebeverlyhills.com

Type ***Vice President of Business Development*** in the Subject Line.