



Washington County
Visitors Association

**VICE PRESIDENT OF DESTINATION SALES
TUALATIN VALLEY / WASHINGTON COUNTY VISITORS ASSOCIATION
FULL TIME, EXEMPT**

About the position:

The Washington County Visitors Association is searching for a dynamic, strategic, and passionate individual to join our team as a **Vice President of Destination Sales**.

The Washington County Visitors Association is the official destination marketing organization for Washington County, Oregon promoting the county under the destination brand **Tualatin Valley**. The mission of the organization is to inspire individual and group consumers to visit the Tualatin Valley, making a sustained and measurable economic impact through tourism.

Our destination includes 58 hotels with over 5,800 guest rooms, wineries, breweries, hundreds of restaurants, and exciting main streets. We are home to the Wingspan Event and Conference Center, the Patricia Reser Center for the Arts, Ron Tonkin Field - Home of the Hillsboro Hops plus state-of-the-art sports facilities. Washington County is Oregon's hub for tax-free shopping with retail anchored by Washington Square Mall.

The Vice President of Destination Sales reports to the President & CEO of the organization and is responsible for organizing and leading the destination group sales and service function. The Destination Sales Department's mission is to act on behalf of our members in securing meeting, convention, sports, and group tour business for the region.

Job Responsibilities:

- Supports, develops, trains, and supervises a destination sales and service staff member ensuring that Washington County is represented in a professional manner and customers are communicated with in a timely manner
- Collaborates with Marketing and Communication department to develop Sales and Marketing plans, promotional campaigns, media plans, offers, and events that promote Washington County
- Coordinates activities such as sales and convention presentations, negotiations, and bid proposals
- Coordinates the market research, planning, and execution of activities generating qualified sales leads with a high probability of booking with our partner hotels and venues

- Plans and executes trade and client events, familiarization tours, direct mail, telemarketing, e-mail, and social media activities to connect and provide service to destination customers. Prepares budgets and allocates resources.
- Records status activity and development of sales leads, tentative, and definite business for Washington County stakeholders
- Uses industry key performance indicators to measure and report success.
- Ensures the department's full, effective, and accurate utilization of the association's CRM system including updates, reports, and staff training
- Prepares and presents regular reports and presentations on business growth and service for the President & CEO, Board of Directors, and Stakeholders
- Partners and collaborates with state, regional, and national partners to leverage Washington County presence with customers, industry, and stakeholders
- Coordinates strong working relations and communication with partner conference center, hotels, and venues
- Other duties as assigned

Professional Attributes:

- Proven work experience as a Director of Sales, Chief Sales Officer, or another senior role
- Demonstrable sales experience in the hospitality, destination promotion, or hotel industry
- Experience with attracting convention and conferences is highly desired
- The position requires travel and weekend / evening hours as demanded per the business
- Experience with CRM software, Excel, Word, PowerPoint, and Windows products. Knowledge of Simpleview CRM is a plus
- Strong leadership skills
- Excellent oral and written communications skills
- Strong analytical and project management skills
- Strategic mindset, with the ability to make difficult decisions
- BS degree in Marketing, Communications, Hospitality, Business, or relevant field
- Able to lift and carry up to 40 lbs.
- Valid driver's license

How to Apply:

- Interested candidates, please submit a resume with a cover letter to jobs@wcva.org
- Relocation assistance is not available
- Washington County Visitors Association is an Equal Opportunity Employer
- No phone calls, please