



<b>Position</b>	<b>Manager, Destination Services</b>
<b>Reports to</b>	Director, Destination Services
<b>Department</b>	<i>Destination Services</i>
<b>Classification</b>	<i>Non-Exempt</i>
<b>Date</b>	<i>July 2019</i>

### **General Summary**

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

The Destination Services Manager serves as the liaison between Meeting Professionals and Visit Anaheim Partners to ensure successful execution of planning sites and delivery of meetings & conventions in Anaheim/Orange County. This position will collaborate with Meeting Professionals to support the overall goals and objectives of organization and enhancing the experiences of all attendees.

The Destination Services Manager will provide support, where it is needed, for Meeting Professionals in the areas of planning sites, attendee experiences, community projects, attendee and exhibitor marketing support customized to demographics and psychographics of each community. The manager will provide service to definite groups utilizing hotels and/or the Anaheim Convention Center.

### **Primary Duties and Responsibilities**

Responsibilities will include but will not be limited to:

#### **Essential Functions:**

1. Provide exceptional service to assigned groups/accounts and attend promotional trips as determined by Director, Destination Services.
2. Maintain knowledge and status of each group's needs, commitments, housing requirements, temporary event staffing needs, concierge needs and follow-up through entire event to include weekend and evenings, if necessary. Attend and or facilitate pre-con and post-con meetings.
3. Maintain total account management of groups/accounts including consistent implementation of the system and all required documentation required by the position. Enter all notes with specific details of activities and associated documents into Simpleview database.
4. Deliver destination service presentations to groups, both local and national, including welcome presentations to groups on an as needed basis.
5. Continual communication between Director, Destination Services and sales partner as to the status of each account.
6. Collaborate with sales partner on account details, client profile, commitments and initiate introduction with client to discuss services.
7. For citywide conventions, initiate a consultation meeting to discuss marketing objectives (for attendees and exhibitors), including CSR objectives, media relations and understand client's marketing needs. Determine customized elements.

8. Liaison to Visit Anaheim departments (marketing, communications and community outreach) to best achieve citywide client's attendee and exhibitor marketing needs.
9. Coordinate and conduct planning site visits for assigned groups and assist department with site visits as needed.
10. Coordinate and conduct destination showcase site visits as assigned by Director, Destination Services.
11. Compile and complete post-convention reports in a timely manner.
12. Excellent communication with Convention Center and partner affiliates to ensure convention support is provided.
13. Maintain good relationships with partner companies and familiarize him/herself with services available. Enter all referrals and notes with specific details of activities into Simpleview database.
14. Maintain knowledge of present and future event venues and hotels in Anaheim and Orange County.
15. Maintain knowledge of all promotional materials available to groups.
16. Assist in the hiring, supervision & training of the Destination Services Coordinator.
17. Provide direction and oversight for all shipping needs; year-out promo trips and marketing material to groups.
18. Ensure the efficient and effective use of resources through management of allotted budgets for assigned groups.
19. Maintain visibility in marketplace through membership and participation at industry associations such as DI, ESPA, PCMA, MPI and HSMIAI (when applicable & appropriate) while enhancing on-the-job knowledge and industry network.
20. Assist Director, Destination Services with special projects, service programs and partner orientations.
21. Other duties assigned by Director, Destination Services.

## Background

### A. Supervision

Supervision experience is necessary for this position.

### B. Confidentiality:

Limited exposure to confidential information given from Director, Destination Services.

### C. Mental Application:

Assist guests and meeting planners who may have issues with hotel or venue representatives. Work with Meeting Professionals and Executives to maximize their room pickup. Research and apply new technologies. Suggest ways to increase room pickup performance and increase attendance for events.

### E. Contacts/Internal and Public

Communicate with and conduct meetings with numerous people internally and externally via phone & email in a professional way.

## Specifications

### A. Education

Required: 2-year associates degree

Preferred: 4-year college degree or equivalent. A concentration in Marketing, Business, Hospitality or Communications preferred. CMP, (Certified Meeting Professional Certification) or any other hospitality certification.

**B. Experience**

Required: 3-5 years of experience in hospitality or related industry experience. Knowledge/training in business to consumer marketing of events, meetings and conventions.

Preferred: 3-5 years of experience in convention services role in hotels, convention center or convention bureau.

**C. 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.

The physical demands 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.

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.

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

A consistent and reliable presence at work is necessary.

**To Apply**

**Please submit resumes to Debbie Taylor at: [careers@visitanaheim.org](mailto:careers@visitanaheim.org)**

**Subject line to read:** Destination Services Manager

*Position is open until filled.*