



West Hollywood Travel + Tourism Board

Position Opening

Position: Director, Business Development

DMO: West Hollywood Travel + Tourism Board

Location: West Hollywood, California

Reports To: VP, Business Development

Classification: Full-time position

Date: August 2019

Summary of Position:

Assists in developing and maintaining West Hollywood Travel + Tourism Board's travel trade and meetings/conferences programs as it relates to the promotion of West Hollywood as a travel and meetings destination in all assigned domestic and international markets. These programs include consumer-oriented initiatives with trade partners, attending tradeshows for both trade and meetings/conferences, organizing sales missions, familiarization tours, site visits, responding to RFPs, product trainings and other initiatives for the travel trade and meetings industry.

Principal Duties and Responsibilities:

- Act as a point of contact with West Hollywood hotel sales contacts.
- Build relationships with travel trade operators, wholesalers, travel agents, trade media (in conjunction with Communications Department) as well as in-state industry partners on various travel trade programs and promotional opportunities.
- Initiate and cultivate leads and relationships with meeting planners to solicit qualified RFPs for meetings and conference business.
- Assist in organizing key tradeshows, sales missions, and client events in assigned markets.
- Organize inbound familiarization trips.
- Assist in responding to travel trade and meetings/groups industry requests and opportunities as it relates to domestic and international markets.
- Assist in the development and distribution of travel trade and meetings/groups tools.
- Maintain a well-informed, working knowledge of the hotels, event facilities, and attractions, private and public, available in the destination and surrounding areas.
- Conduct meetings and relationships with hotels/facilities.
- Assist in managing of the business development budget with supervision of VP, Business Development.
- Meet or exceed defined goals and objectives.
- Prepare monthly reports, leads, and recaps as necessary.
- Assist in implementing special promotions generating overnight stays to West Hollywood hotels.
- Position requires extensive travel.
- Perform or assist in other duties as assigned.

Qualifications:

- 5+ years of sales/business development experience in hotels, DMO/CVBs or other hospitality related industries
- Excellent communication skills: oral and written, presentations and professional correspondence
- Knowledge of key markets, and related industry associations and trade shows
- Must be able to travel to local, regional, national and international markets, as necessary. Occasional evenings and weekends may be required.
- Preferred: experience in both meetings/conferences and travel trade markets

Salary and Benefits:

Salary is commensurate with qualifications and experience; Competitive benefits package; 9/80 work schedule.

To Apply:

Qualified candidates are invited to send their resumes to: sean@visitwesthollywood.com

The position is open until filled.

NOTE: The essential functions of this position include, but are not necessarily limited to, those specifically identified in this description. The position and its primary functions may change over time and these changes may not necessarily be reflected in the position description. Visit West Hollywood may, at its sole discretion, add to, change or expand the essential or marginal functions of this position.