

POSITION DESCRIPTION

Visit Salt Lake



SALT LAKE

Job Title: Director of Convention Sales
FLSA: Full-time, Exempt
Reports to: Vice President of Sales
Department: Sales & Services

Primary Responsibilities

Represents Visit Salt Lake to convention planners throughout the US, primarily within the education, cultural, social welfare, fraternal and trade/business/commercial markets. Promotes and sells Salt Lake as a convention destination with primary focus on groups that use a multi-hotel package and the Salt Palace Convention Center or Mountain America Expo Center.

Job Duties

- Generates sales leads for convention/exposition centers.
- Creates and maintains client base; develops and sustains professional relationships with clients.
- Solicits business through telemarketing, correspondence, personal appointments, site inspections, bid presentations, buyer education trips, attendance at trade shows and industry events.
- Maintains contact with planners during their respective conventions, and directly after to solicit for repeat business.
- Develops a well-informed working knowledge of major hotels, venues, attractions, and services in the Salt Lake area.
- Maintains an awareness of competitors' products and promotions, and industry issues that influence sales.
- Analyzes individual trade show and industry event participation to determine best return on investment.
- Maintains accurate information and current documentation of sales activities in Simpleview CRM.
- Contributes to marketing plan and budget development.

Working Relationships

Reports directly to the Vice President of Sales. Works closely with Visit Salt Lake staff, particularly sales assistants and meeting & convention sales colleagues. Also works with meeting planners, hotel sales staff, Salt Palace Convention Center and Mountain America Expo Center staff on a regular basis.

Qualifications

- Four-year degree from an academic institution or equivalent, and a minimum of three years hospitality industry sales experience. Understanding of hospitality/tourism industry required.
- Strong and consistent ability to prioritize activities within specific time guidelines and to handle multiple responsibilities within a specific time frame.
- Skills in account management, direct sales, and sales presentations.
- Possess excellent communication skills; written, oral, and grammatical.
- Willing and able to work evenings, weekends, and holidays based on client and office demands.
- Must be able to drive a car, and ability to accommodate a home office.
- Good working knowledge of computers, Microsoft Office software, Outlook, and general office equipment. Experience with SimpleView CRM and EmpowerMINT a plus.

Application

Submit cover letter, resume and compensation history in confidence no later than February 10, 2023 to: Kelly Ware – HRvisitSL@visitsaltlake.com

Final candidates will be subject to a background and reference check. E/O/E