



Sonoma County Tourism
Santa Rosa, California

Position: Vice President, Sales

OVERVIEW

Sonoma County Tourism is seeking an experienced Vice President of Sales to help bolster the success of partner properties and lead the overall destination sales efforts. As a key member of the bureau's leadership team, the VP, Sales will have the opportunity to work with a seasoned staff to sell a truly extraordinary destination.

The Vice President of Sales provides leadership, direction, and resource stewardship to the organization's sales function. As the organization's sales leader, the VP, Sales is responsible for attracting and booking conferences and meetings, group tours, trade shows, and SMERF (social, military, education, religious and fraternal) groups to Sonoma County. The VP, Sales also is responsible for strategic planning and budget management, overall sales organization performance, and managing the sales team.

Sonoma County Tourism is funded through a countywide Business Improvement Area (BIA) assessment and a percentage of the Transient Occupancy Tax (TOT) funds, meaning the organization must work closely with the area lodging properties and be accountable to the County for the use of funds and the success of its programming. The VP, Sales is integrally involved with ensuring the funds used have a trackable return on investment with aggressive sales targets.

The VP, Sales reports to the President/Chief Executive Officer.

KEY JOB RESPONSIBILITIES

Align the sales team's objectives with Sonoma County Tourism's business strategy through active participation in strategic planning, sales strategy development, sales resource planning, and budgeting.

Determine effective sales group design, including sales job roles, sales channel design, and sales resource deployment.

Set assigned targets for aggressive program Return-on-Investment and other applicable key financial performance objectives (as identified in the strategic plan).

Lead learning and development initiatives impacting the sales team, and provide stewardship of sales and sales management talent.

Establish and govern the sales performance management/annual review process to ensure alignment with the organization's review policies and procedures.

Create and maintain key performance indicators for the group sales team.

Represent Sonoma County Tourism at travel trade shows that align with identified market segments.

Represent Sonoma County Tourism at Sonoma County community meetings and events as needed and appropriate. Prepare for and run the Group Business Development Committee meetings comprised of Sonoma County Tourism board members and leaders from the community, integrating staff and other community sales professionals as appropriate.

Attend Sonoma County Tourism Board of Directors meetings and report team results against the strategic plan.

Participate in national organizations including attendance at conventions, speaking engagements and memberships in organizations that help position Sonoma County as a premier destination and Sonoma County Tourism as a leader in taking an innovative approach to the sales function.

Maintain a close and active working relationship with General Managers and/or Directors of Sales at area hotels/motels to develop and execute cooperative sales programs and other activities that help drive business. Coordinate regular partner meetings in conjunction with other tourism departments.

Assist with managing the entire Sonoma County Tourism team including participating in leadership team meetings, staff activities and other efforts that help bolster staff communications and morale.

Be an active advocate for Sonoma County Tourism through community engagement at associations, clubs or other groups that help convey the value of the industry and the organization.

Monitor the destination sales segment and report issues and opportunities as each arises.

Identify opportunities for engaging county partners in programs and services that bolster business development opportunities.

REQUIRED EXPERIENCE

Minimum of five (5) years of senior-level experience with a convention/visitors/tourism bureau, hotel, convention center or hospitality industry-related business.

Expertise in sales and marketing, strategic planning, sales administration, staff development and finance.

Experience in working with planners/tour operators/travel agents from major metropolitan markets and within the association, government, corporate, SMERF and leisure group business.

Bachelor's degree (B. A.) from four-year college or university with academic course work in a relevant discipline (i.e., public administration, communications, journalism, public information, business administration or other closely related fields of study); or other related experience that results in equivalent learning.

Demonstrated experience with motivating and listening to a team – open to ideas and collaboration.

General management experience with budget responsibility of at least \$1 million.

Strong working knowledge of computers (Excel, Word, contact management databases).

Knowledge of Sonoma County, or experience in a similar destination.

Excellent written and verbal communications skills, including public speaking and reporting to committees and boards.

COMPENSATION

Sonoma County Tourism offers a competitive compensation package including medical, dental and vision benefits, paid time off, and a 401(k) program.

INTERESTED CANDIDATES – Deadline for submission: February 28, 2018.

Please submit a resume, names/contact information for three references and desired compensation level to:

Lyn Beam

Sonoma County Tourism

400 Aviation Boulevard, Suite 500

Santa Rosa, CA 95403

lbeam@sonomacounty.com