

The Tempe Tourism Office, a 501(c) 6 organization, is seeking candidates for the position of Director of Sales. Our mission is to promote the City of Tempe, AZ as a desirable meeting and leisure destination. The organization consists of 13 total staff members and 21 board members and is funded primarily through City and County hotel tax revenue providing us an annual budget currently at \$3.5M.

The Tempe Tourism Office is committed to a diverse and inclusive workplace. Our organization is an equal opportunity employer and does not discriminate on the basis of race, national origin, gender, gender identity, sexual orientation, protected veteran status, disability, age, or other legally protected status.

To apply: Submit resume to Brian McCartin, President & CEO: brian@tempetourism.com

Deadline: Friday, July 2, 2021 – 5:00pm MST

Job Title: Director of Sales
Reports to: President & CEO
Supervises: Two National Sales Managers, Partnership Development Manager, and Communications and Events Coordinator
FLSA Status: Exempt

Position Overview

Create, implement, and oversee sales programs designed to attract meetings, conventions, and sports groups to Tempe. The position includes staff supervision and mentoring, development of sales staff skills and sales strategies. Responsible for building relationships, cultivating interest in the community, and generating leads within a specified market segment(s) as assigned. Also, oversee partnership development program to enhance local hospitality industry relationships and increase business opportunities. Will play an important role in providing support to, and partnering with, the senior leadership team in strategic decision making and organizational operations.

Job Responsibilities

Successful job applicants will be able to perform the following functions with minimal supervision:

Administration:

- Assume responsibility for supervision of group sales and partnership development employees
- Oversee goal setting, sales incentive, and performance evaluations for employees
- Develop, submit, and maintain group sales and partnership annual department budget
- Plan and participate in quarterly Director of Sales meetings with hotel partners
- Prepare and participate in staff meetings, Board meetings, Board retreats, and staff retreats
- Plan and participate in industry specific training programs as needed or required
- Strong knowledge of and ability to maximize use of 3rd party database systems
- Professionally represent the destination during all tradeshow, site inspections, and sales missions

Industry Relations:

- Establishes and maintains ongoing communications and strong relationships with Board of Directors, community partners (i.e., City of Tempe, Arizona State University), hospitality industry partners, local, state, and national peer industry groups

Sales Development:

- Build and maintain relationships with key clients in sports, events, and meetings markets
- Prospect clients in sports, events, and meetings markets to produce leads and bookings
- Respond to client inquiries and initiate appropriate follow-up (i.e., generate leads, etc.)
- Maintain database of client contacts, traces, leads, bookings, correspondence, and service requests
- Review weekly group sales reports
- Research and coordinate all aspects of assigned trade show management, including registration, scheduling appointments, marketing efforts, conducting appointments, post show follow-up, and complete expense reports
- Qualify, plan, and conduct client site inspections and destination experiences to showcase the city of Tempe, hotels, attractions, and facilities to create opportunities for leads and bookings
- Research, plan, and conduct sales missions in key markets to promote Tempe as an ideal city for group travel including meetings, conferences, and sporting events

Strategic Planning, Marketing, and Social Media:

- Prepare and manage the group sales program of work, maintain reporting, conduct weekly sales meetings, and incentive plans
- Work with Executive Vice President and Director of Communications to implement strategic group sales and marketing campaigns
- Assist in the development and execution of Tempe group sales and marketing content including newsletters, website, blogs, videos, and print

Partnership Development:

- Build and maintain relationships with Tempe's hospitality partners by providing networking opportunities and conducting site visits
- Work with partners to enlist participate in program collateral, advertising, sales mission/tradeshows activities, and other sales and marketing related opportunities
- Work with communications department and visitors guide advertising sales company to ensure that paid partners receive the appropriate benefits from participating

Management:

- Supervise the National Sales Managers, Partnership Development Manager, and Communications and Events Coordinator (a shared position with the communications team)
- Work with the Tempe Tourism Office Board of Directors as needed

Education/Experience/Skills

- Bachelor's degree in Business, Marketing, Tourism/Recreation, or related field
- Minimum of 5 years' experience in hospitality, sales, and management
- Proficient in Microsoft Office 365, LinkedIn, CRM system
- Detail-oriented and able to multi-task, manage a team and delegate assignments

Work Environment

- This position operates in a professional office environment that values equity, diversity, and inclusion. The incumbent routinely uses equipment such as computers, phones, photocopiers and filing cabinets. Also, candidate must be flexible with fluid work situations including working remotely if necessary.
- Out of town travel is required
- Use of personal vehicle for normal course of business and hosting clients is required
- Work on weekends is required on an as needed basis during familiarization tours, major events and educational conferences and trade shows

Physical Demands

- This is largely a sedentary role. However, some lifting or moving of boxes (up to 20 pounds) and bending or standing on a stool might be required.

Other Duties

- Assist with phones
- Assist with opening/closing of office
- Ability to assist customers with questions, information, directions
- Develop a strong knowledge of Tempe
- Other duties as assigned

Compensation – Based upon experience

- Range: \$85,000 - \$100,000
- Healthcare for employee: Full medical, dental and eye care with small employee contribution
- Retirement plan available *
- Vacation*
- Parking
- National holidays, personal days, and flex time available

*After probationary period