



Job Description

Job Title:	Convention Sales Manager
Salary Range:	Salary with benefits and incentive commensurate with experience
Work Schedule:	Full-time
Reports To:	Vice President/Director of Convention Sales and Services

Position Objectives: The Convention Sales Manager, under the direction of the Vice President/Director of Convention Sales and Services, will be responsible for marketing Spokane and Spokane County as a desirable meeting destination site consistent with the annual goals and objectives established in the annual CVB Marketing Plan.

The Convention Sales Manager will be responsible for lead generation, qualification and solicitation of the legal/crime, religious, ethnic, culture, fine arts, libraries, and social welfare through personal sales calls, telemarketing, direct mail, electronic media, and tradeshow involvement. He/She shall also be responsible for public relations activities involving local hotels/motels, facilities, city officials, local media, meeting planners, and other related representatives.

Summary of Duties and Responsibilities:

- Research and qualify prospective business opportunities and actively solicit convention and group business in an effort to produce sales leads and definite bookings for member hotel/motel properties, and other facilities
- Prepare bid proposals; coordinate and conduct bid presentations on behalf of Spokane and Spokane County.
- Establish and maintain excellent business relationships with representatives of Spokane's hotels/motels and facilities through personal contact, leads, etc...
- Meet with organization executives, planners and committees to assist as necessary in the selection of Spokane as a convention destination. Arrange and escort clients on familiarization trips and site inspections; coordinate meetings between clients and Spokane Regional CVB members.
- Attend local events and community activities in order to increase awareness of the CVB and obtain local support for solicitation opportunities that may require local support.
- Participate in industry tradeshows and conventions; schedule and conduct sales trips.
- Maintain and ensure timely input in Spokane Regional CVB's comprehensive sales tracking system.

Annual Accountability Measures:

Generate a predetermined number of definite guestroom nights generated by your direction and support of local hospitality community.

Generate a predetermined number of lead guestroom nights for hotels/motels and facilities in Spokane and Spokane County.

Accomplish personal goals as outlined in your annual review.

Qualifications:

Academic – The convention sales manager will have a BA/BS with an emphasis in marketing or sales, and/or at least three to five years of related experience which may substitute for academic experience.

Personal Characteristics – Good communication and public presentation skills, and proven ability to work with a diverse group of individuals and groups. Must be people-oriented, have high stamina/high energy levels, and be very “goal oriented”. Other characteristics important are proven problem analysis and resolution skills with exceptional analytical skills that work with a very diverse group of partners.

Knowledge, Skills and Abilities – The convention sales manager will have demonstrated sales success in a hotel or convention bureau (a minimum of three years), or have at least three years experience as a meeting planner for a state, regional or national association or corporation. Must have experience and skills in general office computer programs (Microsoft Word, Outlook, Excel, and PowerPoint) as well as experience in working with a comprehensive computerized sales tracking system. This position requires an ability to prioritize and manage multiple projects/responsibilities simultaneously while meeting stringent deadlines.

Physical requirements – Must be able to lift and carry 40 pounds. Must have a valid driver’s license and the ability to maintain a flexible work schedule that includes early mornings, evenings and weekends. Must be able to travel independently to domestic and international destinations via commercial airlines.

The Spokane Regional Convention and Visitors Bureau is an Equal Opportunity Employer.