

# **JOB POSTING**

## **VP of Convention Sales**

**November, 2016**

### **POSITION SUMMARY**

Act as strategic business leader of the Convention Sales department. Oversee the development, implementation, and monitoring of sales strategies to ensure CVB sales goals are achieved. Primary responsibility is to develop and implement strategies that lead to achievement of specific annual sales goals and objectives for the Monona Terrace Convention Center, the Alliant Energy Center, and hotel conventions/meetings. The VP of Convention Sales also has direct sales account management and sales responsibilities associated with specific accounts.

### **JOB SCOPE AND ESSENTIAL FUNCTIONS**

#### Primary Accountabilities - Overall

- Provide leadership and support to sales teams. Develop and oversee training for new and existing staff. Perform periodic and annual performance reviews of all direct reports.
- Mentor, coach and support all Sales Team members to help them succeed in their respective roles/positions and achievement of goals.
- Participate in annual convention sales marketing plan development, implementation and monitoring.
- Maintain well-informed knowledge of competition, industry trends and practices.
- Exhibit expertise of Madison as a convention destination, and the policies of the properties/assets in the greater Madison area.
- Participate in industry tradeshows or activities, Bureau-sponsored functions and activities, meetings of Bureau staff, task forces or committees as required by position or requested by the CEO.
- Develop and maintain strong working relationships with industry partners/stakeholders, including contacts at hotels, convention centers, airlines, attractions, events and the corporate community.
- Identify, recruit and encourage local citizens able to influence targeted customers on site decisions.
- Oversee and collaborate with other departments to plan and implement sales promotions, FAM trips, special client events, and hosted industry meeting events.
- Coordinate financial solicitation with Partnerships Department when event support/sponsorship is needed.
- Uphold GMCVB Core Values, policies and practices.
- Pursue pertinent professional development opportunities, within the GMCVB budget.

#### Primary Accountabilities - Sales

- Develop and oversee implementation of the annual Sales strategic business plan with input from the Sales Team.
- Develop and oversee management of an annual, strategic Sales budget. Effectively monitor budget throughout the year.
- Develop strategic plans for achieving annual Marquee Event goals, and for the GMCVB's participation with special programs such as: multi-city alliance; customer advisory board; third party vendors; multi-association management companies; tradeshow engagement; Bring Your Meeting Home programs; collaborative programs such as WAA events; sales missions; etc.
- Identify market opportunities and potential key clients to target, conduct analysis for fit in Madison, and develop short and long-term sales strategies to pursue the business.

- Strategically analyze and recommend action regarding the pursuit of Group Sales/Tour business.
- Develop annual sales plan and establish departmental and individual sales goals, based on organizational goals. Ensure sales team understands expectations; has knowledge and skills needed to meet them; follows established sales strategies and processes; and makes consistent progress toward achieving sales goals.
- Analyze, monitor and provide sales forecasts and reports on department and individual performance, which include: leads; confirmed bookings; lost and turn away business; event booking assistance (MTBEACC, internal incentives, AEC incentive fund); etc.
- Develop, with approval of the CEO, sales team incentive programs. Oversee and approve sales team production incentive awards.
- Achieve individual sales goals.
- Achieve organizational/team sales goals.
- Participate in quarterly hotel GM/DOS meetings. Lead other sales industry meetings, as part of annual business plan, or as directed by the CEO.
- Support and participate in AEC and MT Best Practices programs and goals, including regular sales strategy meetings with MT and AEC staff.

#### Primary Interdepartmental Relationships

- Work closely with Services Department to ensure communications, expectations and needs of convention clients are understood and being addressed.
- Work closely with Marketing Department to ensure we are optimally leveraging convention sales sponsorships, tradeshow and other activities and, have compelling and inspiring client events, marketing materials and vehicles to support sales effort.
- Work closely with VP of Madison Area Sports Commission on overall sales goals, facility dates and accessibility, incentive fund usage, sales training, etc.

## QUALIFICATIONS

#### *Education and Experience*

- Bachelor's degree in Business, Communications, Hospitality Industry or other related area.
- Understanding of and ability to uphold ethical business practices.
- Minimum of 7-10 years of Hospitality Industry experience, preferably in the hotel or CVB disciplines.
- Five years of experience in a management capacity and/or senior sales leadership capacity.
- Minimum of five years previous convention and/or CVB sales experience.
- Experience on Customer Relationship Management (CRM) software, such as Simpleview, preferred.
- Experience with Meetingmax hotel reservation system a plus.
- Experience with STR and TAP reporting systems a plus.
- Engagement/activity with industry trade organizations, such as ASAE, PCMA, ESPA, CSPI and MPI a plus.
- Industry certification (COME, CMP, CEM, CAE, etc.) a plus.

#### *Skills and Abilities*

- Demonstrated success in sales leadership required.
- Proven history of generating revenue through creative sales initiatives and lead generation.
- Proven skills in account management, direct sales, sales presentations and trade show exhibiting.
- Proven development and execution of strategic sales plan(s) and budget(s)
- Understanding of selling a destination, which largely competes with larger destinations
- Ability to overcome objections

- Knowledge and understanding of convention and event client needs and trends.
- Strategic and critical thinking skills required.
- Exceptional presentation and interpersonal skills
- Excellent communications skills: verbal, written, listening, facilitating and problem solving.
- Strong customer service skills.
- Demonstrated ability to work with and keep sensitive information confidential.
- Proficiency in Microsoft Office software programs; and sales databases.

### **Physical Demands**

While performing the duties of this job, the employee is required to sit at a desk and computer for long periods of time, is occasionally required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 35 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate effectively via verbal, audible and written means. Travel by car, bus, train or plane frequently required.

### **Work Environment**

Heated and air conditioned open office environment. Noise level is usually low to moderate. May be required to occasionally travel and work off site for training, special projects and Bureau supported functions.

### **Reasonable Accommodation**

It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

The GMCVB is an Affirmative Action/Equal Opportunity Employer.

### **How to apply:**

If you are interested in this position, please respond via email with cover letter, resume, and compensation information to the following SearchWide Executive:

Nicole Newman, Vice President, SearchWide  
Email: [newman@searchwide.com](mailto:newman@searchwide.com) or Phone: 480-264-7675  
On the Web: [www.searchwide.com](http://www.searchwide.com)

**Application deadline is Friday, December 16, 2016.**