

Senior Convention Center Sales Manager

[Key Markets: Association (Government and Education), Education, Government and SMERF]

Travel Tacoma + Pierce County is the official destination marketing organization for Pierce County, Washington and is a highly-visible organization with a fast-paced, dynamic and collaborative work environment.

| JOB DESCRIPTION |

The Senior Convention Center Sales Manager is responsible for aggressively selling space at the Greater Tacoma Convention Center [GTCC]. This position will focus on developing association (government and education), education, government, non-profit and SMERF accounts to meet and exceed revenue and room night goals.

Responsibilities:

- Proactively research and solicit new and existing clients/accounts to meet and exceed revenue and room night goals by making cold calls, direct sales calls, sales blitzes + site tours; ensure bookings
- Craft a personal action plan to develop, maintain and close business for the GTCC with annual targets exceeding rental sales, food & beverage minimums and room night benchmarks
- Assist in developing annual sales and marketing plan and department budget; control expenditures to budgetary requirements
- Collaboratively develop short and long-term plans and strategies for achieving department goals and objectives; anticipate critical obstacles and issues
- Maintain excellent relationships and regular contact with existing and potential clients/accounts
- Attend and represent the GTCC at tradeshow, conventions, sales meetings and industry events as assigned
- Coordinate with groups to arrange meeting services and hotel accommodations
- Conduct tours of the facility; entertain qualified potential clients
- Prepare correspondence and bid proposals. May negotiate event bids and contracts with potential clients in accordance with approved booking policies and procedures
- Call on prospects to solicit business, analyze requirements of function, outline available lodging/meeting facilities and services offered, and send leads
- Use facility booking and scheduling software to book space, log client activities, establish traces and produce reports
- Evaluate sales trends, competition, economic/business conditions, and performance; recommend changes in sales programs to make markets more effective in meeting sales volume quotas
- Assist in developing meeting agendas as it relates to scheduled meetings involving the overall Sales Team, Convention Center Sales Team and GTCC Staff and Departments. Assist in conducting sales meetings, implementing initiatives (as specified or approved by the VP of Sales) and connecting staff (both CVB and GTCC)



- Comply with established policies and guidelines applying to Travel Tacoma + Pierce County and GTCC operations and employee conduct; maintain a professional image at all times through appearance and dress
- Schedule work activities to ensure that deadlines are met and goals are achieved in a timely manner
- Maintain current knowledge of all hotel capabilities near the Convention Center

Qualifications:

- A minimum of five [5] years sales experience with a solid understanding of hospitality industry; Convention/conference/trade center or related field experience preferred
- Experience working with state association, education, non-profit and government markets
- A bachelor's degree with major course work in business management, marketing, sales, communication, hospitality or related field required; equivalent directly related experience considered
- Excellent sales, communication and presentation skills
- Fluent in English – excellent written and verbal communication
- Proficient in computer skills; familiarity with sales, marketing, public relations and social media concepts
- Ability to travel extensively to attend workshops, trade shows, conventions and training
- Work non-standard work hours, evenings, weekends and holidays
- Must have a valid driver's license and vehicle
- Strong ability to multi-task and prioritize
- Must be able to lift 35 lbs

| COMPENSATION |

Dependent upon experience and skills.

| To Apply |

Send cover letter and resume to sales@traveltacoma.com to apply. All submissions are due on or before Wednesday, March 29, 2017.

All candidates will be required to undergo skills testing and must consent to and pass a background check. Go to www.traveltacoma.com to learn more about the organization.