



**Valdosta-Lowndes Co. Conference Center
& Tourism Authority
CONFERENCE SALES DIRECTOR**

Valdosta, Georgia



ABOUT VALDOSTA, THE HEART OF SOUTH GEORGIA

It doesn't take long to figure out why the Valdosta area is a choice destination. With an unending roster of unique dining choices, attractions and events and superior lodging options, visitors fall in love with the environment, the spectacular year-round weather and key location along I-75. The area distinguishes itself visually and through its stimulating experiences. It's an enchanting place to make lifetime memories and the Rainwater Conference Center is a gem in the destination's crown.

[Come play in Valdosta](#) – Catch a safari train, stroll through South Georgia architecture, strap into white-knuckle thrill rides, take up wakeboarding or experience new culinary treats, all within a 20-mile radius of the city of Valdosta.

[Experience Art](#) – Stroll through the City Center Arts District to explore local galleries celebrating the beauty of the region. Take in a performance at the Dosta Theatre or Peach State Summer Theatre.

[Thrilling Attractions](#) – Slide into our award-winning water park, view South Georgia gators from our 50-foot observation tower or feel your heart racing as you barrel down giant roller coasters.

[Family Fun](#) – Get hands-on with your herd in the heart of South Georgia when your family climbs aboard a rugged animal safari at Wild Adventures Theme Park or try crafting a masterpiece at The Brush up or Studio Imagination.

[Farms and Local Markets](#) – Enjoy the fruits of your labor when you pick your own fruits and vegetables from the garden or experience a true South Georgia farmstead on a visit to Raisin' Cane.

[Historic Sites and Museums](#) – Take a walk down the historic streets of Valdosta and experience graceful Southern architecture at its best. Hear unbelievable tales of famous gunslingers, rampaging circus elephants and presidential visits.

[Recreation, Sports and Outdoors](#) – Surrounded by lakes and atmospheric views, Valdosta is an outdoorsman's paradise. Hike through wetlands, kayak the Withlacoochee or drive a ball through pristine greens.

EVENTS

Plan your next escape to Valdosta around one of South Georgia's signature events. Visit Valdosta for the South Georgia Film Festival, Azalea Festival, Hahira Honey Bee Festival or Wild Adventures Theme Park Summer Concert Series. Click [here](#) for all the events happening in Valdosta.



COME MEET IN VALDOSTA

Valdosta doesn't just have a convenient location on I-75, huge selection of venues, amenities, lodging and restaurants. They are also a hub for exciting outdoor recreation and nighttime entertainment opportunities. From a world-class theme park to rousing escape games that meet every need and budget, they build teams in unique ways.

If you want your next meeting or event to include a heaping side of Southern hospitality, make Valdosta, the heart of South Georgia, your planning partner. Sure, we have venues and professional services to accommodate your group event. But we also have intangibles that you'll find only in the South.



[Rainwater Conference Center](#) is the go-to gathering place for celebrations, educational seminars and business development events in South Georgia. We pride ourselves on attention to detail, swift response time, and creating seamless events. Our team is friendly and family-oriented which creates a warm and welcoming environment that has proven to foster friendships, as well as lasting business relationships.

Opened in 2000, the Rainwater Conference Center has modern technology built in. The 11,000 square-foot grand hall anchors nearly 50,000 square feet of flexible meeting space plus an outdoor reception area with seating for 200 guests. Seven breakout rooms and two boardrooms can be expanded or divided as needed for custom events that require a theater, banquet area, classrooms or even a wedding venue.

Five reasons to choose the premier meeting destination in South Georgia include Weather, Convenience, Character, One size does not fit all, and We've got this. Click [here](#) for more information.

[Meeting Venues](#) – From rustic farms to a contemporary conference center, Valdosta has a venue to suit your unique style and budget. The Valdosta team can assist in choosing the right space for your needs.

[Meeting Services](#) – The dedicated staff is ready to make meetings or events a colossal success. Assistance in the planning, promotion and production are as easy by contacting Valdosta Tourism.

[Accommodations](#) – With more than 4,000 rooms, Valdosta is the perfect place to stay. Recognizable flag hotels or motels, historic bed and breakfast or one of the area's camping and RV sites.

[Tours](#) – South Georgia offers unrivaled hospitality to groups of all sizes. You'll discover one-of-a-kind attractions and activities scattered among four nationally registered historic districts, eclectic shops for art and apparel and mouthwatering eateries.



POSITION SUMMARY

Reports To: President & CEO

The Valdosta-Lowndes Co. Conference Center & Tourism Authority is looking for a Conference Sales Director to oversee the implementation and evaluation of all revenue-producing programs for the Rainwater Conference Center. This individual will act as the strategic business leader of the Sales Department, overseeing the development, implementation and management of sales strategies and performance to ensure sales goals are achieved.

The Valdosta-Lowndes Co. Conference Center & Tourism Authority is a robust destination marketing organization funded by local lodging tax plus revenue generated by the Rainwater Conference Center, which is owned by the VLCCCTA. The VLCCCTA increases the economic strength of Lowndes County and the cities of Valdosta, Lake Park, Hahira, Remerton and Dasher by promoting the area as a choice destination.

The VLCCCTA is led by 10 board members – five appointed by the City of Valdosta and five appointed by Lowndes County – and a President & CEO. Board directors include a City Council member, a County Commissioner, two employed in the lodging industry, two employed in a tourism-related business besides lodging, two at-large and City and County Managers or their proxies.

MAJOR DUTIES

- Develop and implement the strategic sales plan that drives Rainwater revenue.
- Analyze, monitor and provide sales forecasts and reports on department and individual performance, developing individual and team goals with accountable metrics to achieve results.
- Work closely with the President & CEO to develop integrated processes and communication within the organization to maintain a strong team environment.
- Cultivate and sustain new positive relationships with internal team, key stakeholders, and the community at large.
- Oversee a staff of four full-time and four part-time staff members.
- Function as a liaison for the VLCCCTA with the local hotel community, meeting spaces, other community venues to ensure customization of the group's experience.
- Understand the competitive set and changing trends that affect the tourism and meeting business.
- Emphasize solicitation of groups in needs periods or moving groups to those times of year.
- Attend consumer and travel trade shows to promote the VLCCCTA in key markets.
- Serve as the primary salesperson for the Rainwater, conduct site tours and supervise sales of meeting space.
- Develop and cultivate professional, long-term relationships with clients and develop customer service strategies which support the sales efforts.
- Focus on developing, soliciting and acquiring larger group meetings within the Association, Corporate, Government and other markets suitable for the assets of Valdosta-Lowndes County.
- Coordinate with the Operations Department on event coordination activities, including pre-convention and post-convention meetings with event planners.
- Produce contracts, invoices and collect departmental revenue.
- Update expense and revenue reports on a weekly basis and maintain monthly expenditure forecasts.
- Develop and maintain a database of past, current and potential event planners.
- Perform administrative and logistical functions to facilitate the coordination of scheduled events.
- Perform other duties as assigned by the President & CEO of the VLCCCTA.

QUALIFICATIONS

- Education or experience equivalent to at least a bachelor's degree in hospitality or related/relevant business.
- At least 3 years of prior convention center sales experience or comparable.
- Must live in or be willing to relocate to Lowndes County, Georgia.

KNOWLEDGE AND SKILLS REQUIRED

- Knowledge of VLCCCTA policies, procedures and functions.
- Knowledge of VLCCCTA facilities and available resources.
- Knowledge of sales and public relations techniques.
- Knowledge of facilities management and event scheduling.
- Knowledge of basic accounting, auditing, financial analysis and budget development and management.
- Knowledge of VLCCCTA billing rates and procedures.
- Knowledge of public human resource management functions relevant to the position.
- Skill in customer service and dispute resolution.
- Skill in promoting and selling goods and services.
- Skill in technical and analytical report writing.
- Skill in the use of specialized computer software packages relevant to the functions of the department and the position.
- Skill in performing mathematical calculations.
- Skill in interpersonal relations.
- Skill in oral and written communication.
- Ability to sit at desk for 90% of workday, while also able to walk and stand for lengthy periods when working trade shows or events.
- Ability to read a computer screen from 1-3 feet.
- Must present self in a mature, professional manner always.
- Must be able to travel as required.
- Must be able to lift objects as heavy as 50 pounds.

If this could be a great opportunity to extend your professional reach, please respond through the [SearchWide Global](#) website or email your resume to the following SearchWide Global Executive:



Elizabeth McHeffey, Recruiting and Research Manager | SearchWide Global

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