

**Reports To:** President-CEO

**Department:** SALES

**Status:** Full Time, Exempt

### Position Overview

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The Columbus Georgia Convention & Visitors Bureau - VisitColumbusGA - seeks an innovative and results-driven Director of Sales to join our executive leadership team. This key position will spearhead the strategic direction and execution of all sales initiatives, establishing Columbus as the Southeast's premier destination for meetings, conventions, trade shows, sporting events, and leisure tourism.

As Georgia's second-largest city, Columbus offers an exceptional blend of urban sophistication and outdoor adventure. Our city boasts the world's longest natural urban whitewater rafting course along the Chattahoochee River, a vibrant downtown entertainment district, and nationally recognized museums. Home to Fort Moore and major corporations including Aflac, Total Systems, Pratt Whitney, and WC Bradley, Columbus combines a robust business environment with unique meeting venues and outstanding entertainment options.

The Director will lead a dedicated sales team and manage an annual budget, orchestrating all aspects of the destination's group sales efforts. This role demands an innovative strategist capable of developing and implementing comprehensive sales initiatives to attract conventions, meetings, sporting events, and group tours. Success in this position requires building and maintaining strong partnerships with hotels, venues, and key community stakeholders while leveraging Columbus's distinctive assets to drive economic impact through increased visitation and room night generation.

The ideal candidate will bring demonstrated sales leadership experience in destination marketing or hospitality sales, paired with the strategic vision to capitalize on Columbus's unique position in the Southeast. This role offers the opportunity to showcase our city's extraordinary combination of military heritage, outdoor recreation, arts and culture, and "Only in Columbus" experiences to a global audience.

### Essential Functions and Responsibilities

#### Strategic Leadership

- Develop and execute comprehensive sales strategies aligned with organizational objectives to increase market share and destination awareness
- Lead and mentor a high-performing sales team, establishing clear goals and accountability measures
- Collaborate with the President/CEO to establish and achieve annual room night goals, booking pace targets, and revenue objectives
- Create and implement innovative sales initiatives to capture new market opportunities and expand existing business

#### Business Development

- Establish and maintain strategic relationships with key stakeholders, including hotel partners, meeting planners, facility and attraction partners, and industry decision-makers
- Represent VisitColumbusGA at industry trade shows, sales missions, and networking events
- Develop and oversee implementation of targeted sales campaigns for corporate, association, SMERF, and leisure markets
- Initiate and nurture relationships with local hospitality partners to create compelling destination packages and experiences

#### Operational Management

- Creation of a Sales Business Plan that aligns with the strategic vision of VisitColumbusGA
- Direct the organization's CRM utilization, ensuring accurate tracking of sales activities and client relationships, the team currently uses Tempest/iDSS
- Oversee Monthly Sales Reporting Process
- Provide regular performance reports to the President/CEO and Board of Directors

- Implement and monitor key performance indicators (KPIs) to measure sales effectiveness and team performance
- Lead monthly meetings with the hotel community and coordinated hotel visits

### **Team Development**

- Recruit, train, and develop sales team members
- Establish performance metrics and conduct regular evaluations
- Create professional development opportunities for team members with the President/CEO
- Foster a culture of high performance, excellence, innovation, and accountability

### **Required Qualifications**

#### **Education and Experience**

- Bachelor's degree in business, hospitality management, marketing, or related field
- Minimum of 5 years of progressive sales experience in hospitality, tourism, or destination marketing
- Minimum of 2 years in a senior sales leadership role
- Or any combination of education, training and experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job
- Proven track record of achieving significant sales goals and driving business growth

#### **Knowledge and Skills**

- Extensive knowledge of the meetings, conventions, and tourism industry
- Strong understanding of destination marketing and sales strategies
- An ideal candidate will have a passion for customer service and a positive attitude.
- Self-motivated, willing to learn and create new processes, and comfortable with direction while also being self-managed.
- Ability to work and make decisions proactively, take initiative, prioritize, plan, and meet deadlines.
- Excellent relationship-building and networking abilities
- Advanced presentation and communication skills
- Proficiency in Microsoft office, CRM systems, Canva, and sales analytics tools
- Proficient in reading and analyzing STAR reporting
- Experience with budget management and forecasting

#### **Additional Requirements**

- Valid driver's license
- travel (estimated 25-35% of time)
- Flexibility to work evenings and weekends as needed

#### **Physical Requirements**

- Ability to sit, stand, and walk for extended periods, particularly during meetings, conferences, and events.
- Ability to travel frequently (via car, plane, etc.) as required for client meetings, industry events, and sales presentations.
- Ability to navigate and participate in various events, including attending trade shows, conferences, and networking activities, which may involve prolonged standing, walking, talking and lifting/carrying items, up to 25 pounds
- Ability to work in a fast-paced office environment with frequent computer and phone use for extended periods.

#### **Compensation**

##### **Competitive salary commensurate with experience**

- Comprehensive benefits package including health, dental, and vision insurance
- Retirement plan with employer contribution
- Paid time off and holiday schedule

**To Apply: Those interested in applying should send a cover letter and resume to Kim Gonzalez, [kgonzalez@visitcolumbusga.com](mailto:kgonzalez@visitcolumbusga.com).**