



JOB DESCRIPTION

Position: Director of Sales

Department: Sales

Exemption Status: Exempt

Position Reports to: President

Base Salary: \$75,000 - \$85,000/yr

About Us

East Point Convention & Visitors Bureau (EPCVB) serves as the destination marketing organization for the city of East Point, GA to drive economic impact through tourism.

We are a small team of individuals who value **Dedication, Dependability**, and perform at a **Distinguished** level to highlight our destination as the city *Where the World Meets*.

About the Role

The Director of Sales leads initiatives to drive tourism and promote the City of East Point as a world-class destination to group markets.

This individual implements sales strategies to generate leads and secure bookings; manages department budget; and directs sales operations to ensure the highest standards for revenue and economic impact goals are met each year.

You're the right fit, if you:

- Enjoy participating in and showcasing the highlights of a destination
- Understand what visitors look for when traveling for business and leisure
- Partner well with members of the hospitality industry including city, hotels, restaurants, attractions, etc.
- Have a proven history of leading, coaching and motivating a team to drive measurable success
- Thrive in a fast paced, ever-changing environment
- Effectively connect strong sales strategies to support the CVB/hotel relationship

What to Expect in the Role

Sales

- Serve as the subject matter expert on destination sales
- Represent EPCVB at tradeshow, partner and hospitality related events
- Build and implement sales goals, workflows and procedures
- Ensure team performance meets and exceeds regular strategic goals (monthly, quarterly, annually)
- Develop internal sales strategies to identify, target and solicit groups for potential business
- Prospect, generate and secure lead sources for continued business funnel
- Conduct sales calls/site visits to prospective and existing clients
- Process and send qualified leads to hotels, venues, service providers, etc.
- Create and present bid presentations
- Distribute definite booking information



- Build and maintain a strong and positive relationship with EPCVB clients and hospitality partners
- Serve as the intermediary between clients and hospitality partners
- Produce and maintain listing of hospitality partners, providers, etc.

Management

- Provide a positive and creative team environment that promotes performance
- Directly train, coach and strategically lead sale team members
- Plan, assign and appraise performance for sales department
- Participate in recruiting process for team new hires (interview, hire, onboarding)
- Collaborate with other departments to facilitate employee relations needs (performance reviews, investigations, recruiting, onboarding, etc.)

General Administration

- Train and coach support staff on sales processes, systems and practices
- Manage programs, projects and expenses according to company guidelines
- Document account details and activity in CRM
- Maintain current knowledge of hotels (inventory), venues, restaurants, providers and attractions
- Maintain active participation with assigned professional organizations

Other Related EPCVB Expectations

- Provide additional support to department projects and related EPCVB programs as directed
- Stay up to date with hospitality industry trends, development and news

You are ready to apply if you meet the following criteria:

- Education
 - Minimum high school diploma or equivalent
- Work Experience
 - Minimum 3 years of experience in convention and tourism sales
 - Minimum 1 year experience leading a sales team
- Knowledge, Skills, and Abilities
 - Strong communication skills (oral and written)
 - Excellent organizational skills with strong attention to detail
 - Excellent interpersonal and customer service skills
 - Strong presentation skills (creating and delivering)
 - Excellent time management with proven ability to take initiative, work well under pressure and meet deadlines
 - Proficient in Microsoft Office suite or related software
 - Experience with customer/client relationship management systems (CRMs)
 - General knowledge of hospitality industry with an emphasis on travel, tourism and economic impact

We'll hold you accountable in these areas:

Core Competencies (areas reviewed in annual performance evaluation)



- Communication skills
- Problem solving
- Teamwork
- Job Knowledge
- Management

Additional information to consider:

- Work Hours
 - We pride ourselves on building a strong collaborative work culture and operate on a hybrid schedule
 - Monday – Friday (moderate early morning, late evening, and weekend work)
- Work environment
 - Located in the heart of East Point, our brand new office is located in a standard, temperature-controlled environment with moderate, office noise level
 - During site visits work environment changes depending on location: hotel, restaurant, convention facilities, airplane, and related travel and event venues
- Physical requirements – *The physical demands described here are representative of those that must be met by the employee to successfully perform the essential functions of this job. Where applicable, reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions.*
 - Moderate lifting up to 50 lbs
 - Position requires significant amount of movement during site visits, trade shows, and related sales activity
 - Position requires a significant amount of commuting during site visits, sales calls, offsite meetings, and events
- Travel
 - Moderate out of town travel up to 25%

East Point Convention & Visitors Bureau is an equal opportunity employer.

All qualified applicants will receive consideration for employment without regard to race, color, creed, religion, sex, sexual orientation, gender identity, marital status, parental status, familial status, national origin, age, veteran status, genetic information or disability.

East Point Convention & Visitors Bureau is committed to the full inclusion of all qualified individuals. As part of this commitment, we will ensure that persons with disabilities are provided reasonable accommodations for the hiring process. If reasonable accommodation is needed, please contact Human Resources.