



VALLEY FORGE

TOURISM & CONVENTION BOARD

Associate Director Sales Job Description

Title: Associate Director of Convention Sales
Reports to: Director of Convention Sales & Tourism
Direct Reports: Convention Sales Managers, Sales Coordinators

Summary: Manages Convention Sales; represents Valley Forge/Montgomery County area as a travel destination to group market segments. This position directs and oversees Convention Sales on a day-to-day basis. Support the team along with an active sales role. Identify sales opportunities and develop short and long-term strategies to attract overnight business as related to group sales. Responsible for developing and implementing sales policies and programs to foster and promote group, meeting, and convention to produce room night business in Montgomery County, Pennsylvania.

Major Responsibilities:

Lead and Manage the Sales Effort

- Supervise and Mentor the Sales Team to obtain the targeted lead & room night team goals.
- Position includes individual sales goal; along with a team goal.
- Represent Board at tradeshow and professional organization meetings; flexible schedule and travel required
- Maintain current accounts and solicit new clients for future meeting/convention business.
- Establish specific sales incentive goals and tracks performance toward those goals.
- Develop, monitor and maintain Convention budget with direction from DOST.
- Responsible for managing CRM (customer relationship management) software for all sales activity.
- Establish specific incentive goals and tracks performance toward those goals
- Prepare and present month end, quarterly and annual reports.
- Plan and facilitate client events/FAMs and sales missions to feeder cities.
- Conduct site tours of hotels, expo/convention centers and general area with clients.
- Develop and Maintain relationship with hotel partners and members
- Involvement in quarterly Director of Sales meetings with hotel partners

Develop and manage marketing and promotion of convention, including:

- Contribute to the success of the Board's strategic plan and adheres to its core ideology
- Develops and implement marketing plan for Convention Sales, key ahead of industry trends
- Develop with the help of the marketing department various sales initiatives & promotional materials
- Contribute to development of Media/Advertising/PR program.
- Other duties or special projects may be assigned

SUPERVISORY RESPONSIBILITIES: Directly supervises sales managers & coordinators and occasional interns in Convention & Tourism in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

REASONING ABILITY: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Lead by example.

CANDIDATE REQUIREMENTS

- Seasoned sales experience, particularly in the tourism, convention/group or hospitality industry is required.
- Prior supervisory/management experience is required.
- Five+ years' experience working in a related industry is required.
- Time management, organizational, analytical and strategic thinking skills are necessary.
- Advance knowledge of MS Office Suites (Word, Outlook, Excel, Access and Power Point) is necessary and required. Knowledge of CRM software is preferred.
- Must be able to meet the typical physical and emotional demands of a standard office environment.
- Must be able to lift up to 40 pounds in assembling tradeshow booths. This also requires bending and stooping; the ability to stand for long time periods is also required.
- Travel is required, frequently by air. A valid Pennsylvania driver's license is required.

COMPETENCIES AND SKILLS:

- Excellent communication, management and sales skills, Creative and detail-oriented, Able and willing to travel, Position requires occasional overnight travel, Computer capability

EDUCATION AND EXPERIENCE:

- Four-year degree from an academic institution in marketing, business, hotel or tourism.
- Five years of experience in the travel industry with two years of management experience.

LANGUAGE SKILLS Ability to read, analyze, and interpret general business periodicals, industry and trade journals, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from managers, clients, customers, and the general public.

MATHEMATICAL SKILLS Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry. Excellent computer skills, experience with Microsoft Office Software.

ADDITIONAL INFORMATION:

- Exceptional Base Salary, Incentive Plan, and Health Benefits