

Fargo-Moorhead Convention & Visitors Bureau JOB DESCRIPTION

Position: Director of Convention Sales
Reports To: President/CEO

POSITION OBJECTIVE AND PURPOSE

This position exists to create and implement all of the strategies and tactics of the Sales Department, working with the President/CEO.

This position and that of Sales Managers also pursue the activities and goals of the Sales Department through "selling" conventions, meetings, special events, etc. in Fargo-Moorhead, as well as group tourism sales. The Sales Department will engage in all stages of the selling process from prospecting through final sales and will maintain a reporting system that is clear, timely, and accurate. This position will also work closely and actively with those personnel at F-M hotels who are responsible for hotel sales, and will oversee the FMCVB's Convention Services Department.

This position reports to the President/CEO

PRINCIPAL DUTIES AND RESPONSIBILITIES

- Responsible for hiring, supervision and training of CVB sales personnel, including the Manager of Convention Services, as well as ascertaining their successful completion of assigned duties. This includes assigning or reassigning of all sales files; approval of files to be killed; and gathering information necessary for the performance review process.
- In conjunction with the President/CEO, create the annual goals of the Sales Department for booked business, formal presentation, and Selling Opportunities. On a regular basis, assess Sales Department progress toward annual goals.
- In conjunction with the President/CEO and Marketing Director, prepare the Sales Department segment of the annual marketing plan and help create ideas for the implementation of that section of the plan.
- Prepare and administrate an annual budget for the Sales Department that will effectively implement the Sales segment of the annual marketing plan.
- Assist President/CEO and Director of Athletic Sales to provide sales, training and development of the Sports Market.
- Achieve all sales goals assigned annually to include room nights, bookings, sales leads, personal performance objectives and organizational performance.

- Schedule regular sales calls and make appointments with potential and existing customers in Fargo-Moorhead, Bismarck, Minneapolis, Winnipeg and other prospect locations.
- Identify, recruit, and encourage F-M area residents affiliated with district, state, regional, national, and international organizations to hold future meetings here.
- Maintain ongoing prospecting system, which is designed to produce leads for potential future bookings and qualification of those leads. Such a prospecting system should include networking, trade publications and periodicals, CVB files, past clients, trade shows, tickler files, Internet, etc.
- Have a daily trace system and follow up on monthly trace report of sales staff.
- Compile reports for sales, convention & tradeshow activity on a regular basis.
- Responsible for coordination and implementation of comprehensive bid strategies, to include:
 - Verbal presentations.
 - Audio/visual presentations.
 - Convention Planning Guide preparation and distribution.
 - Sales lead opportunities and other reports prepared and distributed to hotel properties (and other businesses with which we are affiliated).
 - Placing key dates in appropriate books & files.
 - Conducting site inspections, where necessary.
 - Completing necessary correspondence and other communications in the sales and follow-up process.
 - Maintaining a well-informed working knowledge of all facilities, attractions, and services in the Fargo-Moorhead area available to our customers and, where necessary, acting as a liaison between these entities and our customers.

Trade Shows

- Responsible for all registrations; travel arrangements, booth furnishings, booth shipping, etc.
- Where available, obtain pre-registered attendees list for use in pre-show mailings and buyer qualification.
- Work the CVB trade show booth: Qualifying prospects and selling the destination.
- Participate in booth set-up/tear-down.
- Be responsible for all post-show follow-up.

General

- Participate in CVB functions such as trade shows, blitzes, and receptions, where assigned.
- Maintain an ongoing relationship with sales personnel at hotels, and other facilities involved in the selling/bidding process.
- Complete and submit on a timely basis, appropriate reports assigned by President/CEO.
- Keep sales office area organized and neat so that needed information is quickly at hand and office area is able to be displayed.
- Maintain a positive attitude toward your work and colleagues. Project that attitude with non-bureau personnel.
- Be responsible for any other duties assigned or directed by the President/CEO.
- Be responsible for supervision and training of CVB sales personnel, as well as ascertaining their successful completion of assigned duties. This includes assigning or reassigning of all sales files; approval of files to be killed; and gathering information necessary for the performance review process.

NOTE: This is a general description of the nature of this job and the types of work associated with it. It is by no means complete or exhaustive in its scope.

Positions that report directly to the Director of Convention Sales:

Convention Sales Manager

Convention Services Manager

Sales & Marketing Assistant (if any)