

<b>FRESNO/CLOVIS CONVENTION AND VISITORS BUREAU</b> Position Classification	
<b>Job Title: Convention Sales Manager</b>	FLSA Status: Exempt
Department: As Assigned	Job Group: Management
Reports To: President/CEO or Designee	Salary Range \$53,000 – 60,000

### **SUMMARY**

Under the direction of the President/CEO & Vice President of Operations – Sales Business Development, is responsible for selling the Fresno Convention & Entertainment Center for the specific purpose of booking conventions and hotel room production. This position has a major role in the team sales and activity goals as well as overall sales management responsibilities. Further, the position will ensure effective relationships with hotel leadership are in place. Responsible for developing, closing and maintaining convention center sales and self-contained sales in conjunction with other sales staff at FC&EC. Responsible for meetings with the individual hotels involved in specific conventions.

This position will perform a variety of responsible duties for the specific market of convention sales strategies to identify, solicit, and selling Fresno and the surrounding area in specified market territories and/or particular special interest groups, as a destination of choice for conventions and other events. Sell Fresno as a meeting site to state, regional and national accounts via telemarketing and direct client contact; sales lead generation and follow-up; account documentation; including but not limited to: tradeshow participation, sales blitzes, association meetings/luncheons, familiarization trips; direct mail campaigns and travel.

Prepares and reviews sales leads, proposals related to convention/meeting event sales including; managing city wide accounts; preparing and negotiating contracts, maintaining accounts and perform other related duties as assigned. An incumbent may not be assigned all duties listed nor do the examples cover all duties which may be assigned.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES** *(include but are not limited to the following)*

Under the direction of the President/CEO & Vice President of Operations – Sales Business Development continuously sell the Fresno Convention & Entertainment Center; effectively manages sales accountability for budget issues; understands and supports the areas of Human Resources in carrying out responsibilities; supports a high level of customer satisfaction for all aspects of Bureau operations; acts as a main liaison with convention and area hotels, especially those that rely on our efforts as an extension of their sales efforts. Maintain personal sales goal targets and ensure all are met on a monthly, quarterly, yearly basis as directed; serves as a liaison with FC&EC sales team members; meets and reviews strategies with FC&EC staff in securing Convention business and convention hotel business where appropriate; maintains a watchful eye on the completion and remain knowledgeable on their price offerings and packages, appropriately incorporates this knowledge into sales strategies and tactics; stays involved in industry events (e.g. road shows, industry trade shows, special events) interact and establish relationships with key clients to sell the FC&EC. Works closely with client and event services staff at SMG in servicing groups, collateral needs and special projects as appropriate; coordinate special events for key clients to influence key decision makers in key feeder markets and industries. Develop strategies and tactics to maximize budget dollars. Maximize convention center space by its appropriate utilization to generate maximum hotel room nights to the City of Fresno which maximizes economic impact.

Knowledge and utilization of the database in maintaining leads; technology upgrades relative to industry trends and other related areas of sales software. Meet goals and performance plan as established by the CEO which includes individual monthly, quarterly and annual goals. These goals will be based on:

- Room Nights
- Leads
- Combined Center Rental Revenue

## **SUPERVISORY RESPONSIBILITIES**

No Supervisory Responsibilities

## **ESSENTIAL QUALIFICATIONS**

### **Knowledge of:**

Both the customer side and hotel side to align customer needs to hotel offerings.

Excellent social and professional skills with good personality.

Effective communicator and listener.

Creative sales professional

Good organizational skills to keep track of multiple clients and their needs.

High self-motivation

A deep passion for the work and for selling the City of Fresno and the Fresno Convention & Entertainment Center

Ability to travel

Principles and practices in budget development and administration

Principles and practices of fiscal, statistical, and administrative data collection and report preparation.

Convention center operations and bureau/center relationships.

Negotiating and competitive opportunities.

Pertinent Federal, State, and local laws, codes, and regulations.

English usage, spelling, grammar, and punctuation.

Principles and practices of business letter writing.

Principles and procedures of record keeping.

Principles and practices related to current computer technology.

Strong customer service and business etiquette and basic principles and techniques used in dealing with the public.

Strong presentation and public speaking skills

Automated programs including word processing, spreadsheet, and data base applications.

Safe driving principles and practices.

Operate a motor vehicle safely.

### **Ability to:**

Maintain a pulse on latest trends within hotels and convention centers.

Maintain and manage a large account base and meet deadlines.

Perform responsible and confidential administrative work involving the use of sound independent judgment and personal initiative.

Perform responsible problem solving techniques.

Travel and represent the Bureau both locally, nationally, and internationally.

Be attentive to details and effectively communicate and approach new challenges with a positive attitude and enthusiasm.

Provide good organizational skills, multi-task in a fast paced environment, and have excellent verbal and written communication skills.

Promote strong communication and customer service skills.

Recognize competitive opportunities that will result in sales/bookings and the ability to negotiate terms appropriately.  
Research, compile, analyze, interpret, and prepare a variety of fiscal, statistical, and administrative reports.  
Interpret, apply, and explain pertinent Federal, State, and local laws, codes, and regulations.  
Interpret, apply, and explain FCCVB programs, policies, and procedures.  
Work independently in the absence of supervision.  
Understand the organization and operation of the FCCVB and of outside agencies as necessary to assume assigned responsibilities.  
Respond to questions from the public and FCCVB personnel regarding policies and procedures for the assigned area.  
To work evenings, weekends, and holidays based on client and office demands.  
Communicate clearly and concisely, both verbally and in writing.  
Establish, maintain, and foster positive and harmonious working relationships with co-workers and clients.  
Represent the Bureau in a courteous, professional and service oriented manner.  
Organize, prioritize, and multi-task.  
Operate modern office equipment, including a customized technology, and account management systems.

## **EXPERIENCE AND EDUCATION GUIDELINES**

### **Experience and/or Education:**

Any combination of education and experience that has provided the knowledge, skills, and abilities necessary for a **Convention Sales Manager**. A typical way of obtaining the required qualifications is to have hotel sales experience to gain the knowledge of how hotel sales operate. National sales experience in reaching clients at a national level. Experience in selling Conventions and Convention Center space. A Bachelor's Degree from an accredited institution or the equivalent of five years of hotel sales experience. Strong background in communications, and sales. Must be able to work well with the public, media, clients, and staff.

### **License or Certificate:**

Possession of a valid California driver's license and the ability to be insurable under the FCCVB's automobile insurance plan at the standard rate.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The position requires prolonged sitting, standing, walking, reaching, kneeling, bending, and stooping in the performance of daily activities. Also required are grasping, repetitive hand movement, and fine coordination in preparing reports using a computer keyboard. Additionally, the position requires near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and personal service. The need to lift, drag, and push files, papers, and documents weighing up to 25 pounds is also required.

## **WORKING ENVIRONMENT**

The work environment characteristics described are high volume and fast paced. Employee must have the ability to work with a diverse population and in a standard office environment. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

