



**Position: Associate Director of Sales**  
**Visit Albuquerque**  
**Albuquerque, New Mexico**

**RESPONSIBILITIES**

Visit Albuquerque, the travel and tourism destination marketing organization for the city of Albuquerque has an opening for an Associate Director of Sales with the following responsibilities to include:

- Assists Vice President in the development of sales and marketing strategies and goals, including specific room night and lead goals that coordinate with the overall sales and marketing plan of VisitABQ's corporate goals.
- Serves as point of contact in the absence of the Vice President of Sales, Services and Sports Marketing, including:
  - Signature approval on items such as time sheets, leads, definite bookings, Convention Center space holds, check requests.
  - Other supervisory responsibilities include: training employees; planning, assigning, and directing work; mentoring staff, monitoring staff production.
  - Addressing complaints and resolving problems; reporting back to Vice President as needed
  - Keeping VP informed of any issues that arise
- Creates and maintains client base in a given territory as assigned; territory may be revised as business requires.
- Provides leadership, trains, and help mentor or direct the Sales team members.
- Must have a strong working knowledge of the city of Albuquerque with a deep understanding of hotel, venue and off-site capabilities.
- Uses database and reviews information in sales meetings, training classes and other functions to develop viable leads.
- Generates new business through personal sales calls, phone calls, direct mail, e-mail, and other sources; to achieve assigned room night production goals.
- Telephones, writes or makes personal presentations to local members of national and regional associations and corporations to enlist their aid in booking future conventions.
- Makes written or personal presentations to boards of directors, convention delegates or site selection committees across the United States, as needed in order to win Albuquerque's selection as a convention site.
- Solicits and coordinates hotel proposals to be presented for meeting planners' consideration.
- Maintains and replenishes prospecting client pipeline to consistently include number of clients as assigned.
- Calls on client prospects to solicit business, analyzes requirements of function, outlines available hotel facilities, available convention center facilities and services offered, and quotes prices.
- Regularly achieves monthly lead and room night and any other production goals.
- Sets the sales example for the sales team, as it relates but is not limited to prospecting, lead generation, BET attendees as examples.
- Continually networks with existing clients in search of new client referrals.
- Maintains a strong brokerage role in the negotiation of all potential leads in an effort to convert to definite bookings.

- Maintains regular contact with existing clients in order to understand business changes and develop strong relationship.
- Ensures that all leads distributed are qualified.
- Ensures convention bookings are verified by letter of intent or contract and obtains authorized signatures.
- Processes written confirmation at the request of client to confirm function details such as space requirements, hours, publicity, time schedule, food service, and decorations.
- Writes bid proposals for client consideration of Albuquerque for conventions and meetings.
- Manages special projects as assigned and supervises budget for each project.
- Analyzes tradeshow values to determine best return on the organization's money.
- Assumes responsibility for pre-planning, target marketing, pre- and post-mailers for trade shows.
- Coordinates and conducts site tours for qualified meeting planners showcasing facilities and attractions in the city.
- Coordinates and participates in Buyer Education Trips (BETs) programs for groups of meeting planners from across the country. Responsible for inviting qualified clients to each BET.
- Promotes Albuquerque by representing Albuquerque and VisitABQ at industry association meetings and events.
- Prepares and delivers sales presentations to key clients in coordination with VisitABQ National Sales Managers as needed
- Prepares bimonthly market overview reports for Vice President highlighting own periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion.
- Prepares bimonthly report monitoring and evaluating the activities of key competing destinations, updating Vice President on market changes and making proactive recommendations to meet the changes.
- Works together with DOS to provide weekly staff update to Vice President.
- Must have reliable transportation and be able to travel to and visit off-site businesses.
- Must be able to work off hours on occasion and be able to occasionally travel out of state.
- Must have valid registration, appropriate insurance, a good driving record and possess a valid NM Driver's License.
- Demonstrates professional and ethical conduct at all times in accordance with organization policy.
- Contributes to a positive workplace environment by demonstrating superior customer service skills in dealing with internal and external customers, speaking positively when referring to the Bureau and staff, and acting and speaking in a courteous and professional manner at all times.

## **QUALIFICATIONS**

### *Education/Experience*

Bachelor's degree in related field and 10 or more years of senior-level sales experience in the hospitality industry, or equivalent combination of education, training, and experience.

- Must possess strong client base with national associates.

## **TO APPLY**

Each qualified candidate is invited to send a cover letter, resume and salary history to: [jobs@visitabq.org](mailto:jobs@visitabq.org)

*The position is open until filled.*