



Job title	Convention Sales Director, Southern Region
Reports to	<i>Vice President, Convention Sales</i>
Department	Convention Sales
Classification	<i>Exempt</i>
Date	<i>September, 2022</i>

Must reside in Southern California

General Summary

VISIT ANAHEIM MISSION: TO IMPACT OUR COMMUNITIES AND VISITORS THROUGH THE POWER OF TRAVEL.

The Convention Sales Directors' primary objective includes selling, promoting and securing citywide conventions for the Anaheim Convention Center and increasing Anaheim's market share of meetings, conventions and trade show business generating occupancy and tourism tax revenues for the city of Anaheim. Responsibilities also include understanding the strategic needs of customers, offering business solutions and maximizing the use of the Anaheim Convention Center by securing and stacking citywide conventions benefitting all Visit Anaheim Partners.

To work in cooperation with Partners, the Anaheim Convention Center and Visit Anaheim staff to solicit and secure meetings/events and enhance the Visit Anaheim brand.

Primary Duties and Responsibilities

Responsibilities will include but will not be limited to:

Essential Functions:

1. Responsible for developing sales plan to create awareness of destination and aggressively pursue all citywide opportunities and exceed goals based on assigned accounts and territories. Territory includes accounts in all market segments within Southern California (zip codes <94000), Arizona, New Mexico, Texas, Oklahoma, Arkansas, Louisiana, Tennessee, Alabama and Mexico.
2. Responsibilities include selling to specific accounts/territories, creating and delivering sales presentations/proposals, planning and executing at least one client event and/or high-level sales mission in market, securing/blocking space at ACC, site visits, generating qualified leads and securing citywide definite bookings.
3. Strive to understand the strategic needs/objective of each customer to offer strategic business solutions and quantify the value of the business to Visit Anaheim.
4. Nurture relationships with current clients and secure new accounts that have not utilized Anaheim. This scope covers all sizes of meetings as assigned, to meet the needs of all member partners of Visit Anaheim.

5. Responsible for maintenance and coordination of existing files/accounts and ensuring all accounts, customer information and sales activities are entered into Sales Database.
6. Must have ability to travel to any US destination for business development purposes. Coordinate and execute tradeshows and client events as assigned.
7. Collaborate with Destination Services & Events team on seamless client turnover and Site Inspections to showcasing ACC and Visit Anaheim Partners.
8. Maintain visibility in the marketplace through membership and participation chapter meetings of industry associations (MPI, PCMA, IAEE, ASAE, ESPA, etc.), as appropriate and approved, to increase business opportunities by enhancing knowledge and relationships to the meetings/events industry.
9. Responsible for producing monthly reports, participation in conference calls, review of leads and bookings as assigned by supervisor. Management of assigned budgets and submission of expense reports accurately and timely.
10. Performs other duties as assigned.

Background

A. Supervision

Supervisory experience is required for this position.

B. Confidentiality

Exposure to confidential information given from Chief Sales Officer and Vice President, Convention Sales.

C. Mental Application

Ability to concentrate on tasks for long periods of time. Capable to perform several tasks simultaneously. Competent to present information, answer questions, talk informatively. Attention to detail required. Direct contact with general public. Ability to meet deadlines.

Conditions and Equipment

A. Working Conditions

Home office with basic office equipment.

B. Remote Location

Must reside in Southern California where the majority of accounts are located.

C. Equipment Operation

Telephone, trade show booth set-up, computer (Microsoft Office- Word, Excel, Powerpoint, database, spreadsheets...), copy machine, laser printer, e-mail and internet.

Specifications

A. Education

Required: College degree required.

Preferred: 4-year college degree. Concentration in Marketing, Business, or Communications preferred.

B. Experience

Required: At least 10 year's experience in sales and/or service management role.

Preferred: 10 year's experience in sales and/or service management role with strong leadership and consensus building skills; strategic planning experience, a proven track record in events and managing teams.

C. Abilities

Required: Detailed-oriented with ability to oversee projects and budgets, connect with clients and partners. Willingness to learn, grow, and should be able to flourish in a high growth, dynamic, entrepreneurial environment. Superior communication skills, both oral and written. Self-starter, with hands on approach towards business.

Preferred: Computer knowledge (software programs – SimpleView, Excel, RingCentral, E-Fax, Email, Microsoft Word), knowledge of key markets, and related industry associations and trade shows and meetings.

The physical demands 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.

Must be able to travel domestically and internationally. Work week will regularly exceed 37 ½ hours and not be limited to traditional work-days Monday- Friday. Occasional evenings and weekends are required.

Work from home schedule – Monday, Wednesday & Friday.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

A consistent and reliable presence at work is necessary.

**Please submit resumes to: Debbie Taylor at careers@visitanaheim.org.
Subject line to read: Convention Sales Director, Southern Region**