



VISIT CONCORD

SALES AND BUSINESS DEVELOPMENT MANAGER

Title: Sales and Business Development Manager

Location: Concord, CA

Compensation: Full-time salary with benefits

Reports to: CEO & President

Start Date: October 2023

Compensation: Up to \$80K based on qualifications with 2 weeks paid vacation, sick, medical stipend, and pooled 401K program; CMP and/or other certifications desired

Position Overview:

Concord is a small to mid-size meetings and events destination ideal for business meetings, sports groups, and other unique events. Venues include hotel conference space as well as alternative meeting spaces such as Concord Pavilion, Hurricane Harbor, Center Concord Veterans Hall. Concord currently has a few new hotels under development and hotel renovations that will take place in the next 12-24 months.

The primary role of the Sales and Business Development Manager is to oversee a successful sales program that targets and increases association, SMERF, sports, and tour travel business opportunities to Concord hotels and venues by generating verified leads or group Request for Proposals (RFPs) and help securing bookings for the destination stakeholders. This role is also responsible for serving as a tourism industry liaison and information resource between partners and clients at industry functions, tradeshow and when coordinating hosted site inspections and familiarization (FAM) tours.

Organization Overview:

Visit Concord is the brand identity of the Concord Tourism Improvement District (TID) Agency located in Contra Costa County/East Bay area. Established on June 1, 2013, the 501(c)6 agency is funded by the 3 percent collection of an assessment paid by guests on all room bookings from participating hotels in Concord. The TID aims to improve economic growth by building awareness and consideration of Concord as a destination for travelers and meeting and event planners. The operating budget is approximately 1 million.

Mission: To promote Concord by increasing awareness and enhancing the image of our city's distinct assets and amenities.

Vision: To be a premier destination recognized for its accessible outdoor adventure, local spirit, and flavorful fare.



Core Responsibilities & Duties:

- Oversight and management of sales efforts and budgets in all target markets including Association, Corporate, SMERF, Sports, Third-Party, and Tour & Travel
- Identify ALL types of potential groups that fit the destination hotels & venues
- Conduct prospecting calls and emails to meeting planners and travel industry buyers
- Manage/attend industry tradeshow, managing all preparation, follow-up, and reporting
- Organize and conduct sales missions in key markets and to key accounts
- Organize and host meeting planner and travel industry familiarization tours
- Handle inquires and send out qualified leads
- Coordinate strong working relationships and communications with all VC partners including hotels, meeting venues, attractions, restaurants, and other venues
- Hold regular sales committee meetings and or monthly meetings with hotels
- Develop and maintain relationship with regional, state and industry organizations, and professionals
- Develop a co-op calendar of industry opportunities for partners to attend
- Develop and distribute newsletter to meeting planner, sports planners, and tour operators
- Manage Sports and Meetings section on the website
- Maintain database of clients by utilizing CRM software to track all leads
- Maintain and fulfil meeting and travel industry collateral and fulfill requests
- Manage promotion items and inventory
- Organize welcome kits and gift for meeting planners and tour operators
- Prepare sales reports for CEO, partners, Board, and other stakeholders
- Keep abreast of industry trends and competitors
- Meet with CEO weekly to provide status updates
- Serve as management on-site at Visitor Center/office
- Other duties as assigned by CEO

Desired Qualifications:

Proven track record in group sales within a hotel, DMO, or similar organization. Knowledge of the Concord and/or East Bay is a plus. The ability to bring an existing book of business or create an immediate impact within the first few months is ideal. Shows effectiveness in meeting sales goals and working within deadlines.



Education Requirement:

Preferred bachelor's degree in business or equivalent college/trade education in Marketing, Sales or Communications, or Meeting & Event certification.

Work Experience:

Five years + prior experience in equivalent sales role with hospitality, tourism, or similar industry.

Core Competencies:

- Oral and Written Communications
- Relationship Building
- Meeting & Event Solicitation and Booking
- Sales Management and CRM Database
- Computer Systems and Online Technology

Other Required Skills:

- Familiarity with hotel and event venue meeting spaces
- Meeting and F&B terminologies

Other Requirements:

Ability to work flexible hours including occasional nights/weekends and travel out of area to represent the organization at various industry meetings. This position is based on-site in Concord. Must have reliable transportation with adequate insurance. Must be able to lift 25 lbs.

Compensation:

Salary is up to \$80K with full benefits package. Benefits include 2 weeks paid vacation, sick leave, medical stipend of \$400 monthly + 401K program offered.

Visit Concord is an Equal Opportunity Employer.

Alignment Advising is recruiting for this position. If you are interested in applying for this opportunity, send your cover letter and resume to Alignment Advising contact listed below.

Michelle Carlen, Founder & President

(805) 233-7626

michelle@alignmentadvising.com

<https://www.alignmentadvising.com/>

Alignment Advising is a business consulting and professional development practice supporting organizations with a full suite of services in achieving their vision and goals with greater ease.



Destination Overview:

Concord is a true Northern California original. This unique city has a vibe that's all its own. From diversity in dining to vibrant music and nightlife, a burgeoning craft beer culture and proximity to infamous wine destinations, the outdoors beckon – a hike to the Summit of Mt. Diablo, or that brilliant sunset over the Bay awaits. Visitors find a singular sense of harmony around every corner.

Just 29 miles east of San Francisco, overlooking the East Bay is a true Northern California original—Concord. With a mild Mediterranean climate, majestic views from the summit of Mt. Diablo, a vibrant year-round music scene and a genuine sense of community, Concord is a place that offers a plethora of exciting possibilities.

Concord is home to:

- 9 hotels with 1,300 guest rooms
- More than 75,000 sq. ft. of combined meeting space
- More than 300 restaurants and bars
- 12,500 seats at Live Nation Concord Pavilion
- More than 100 recreational activities
- Near 3 Premier wine regions: Napa, Sonoma, and Livermore

Attractions:

Concord Pavilion: A Frank Gehry designed premiere music amphitheater managed by Live Nation featuring premier acts from Spring through Fall, this is where music and comedy fans step out to see their favorite performers take center stage. The genres include Classic Rock, Comedy, R&B and Soul and Country.

Six Flags Hurricane Harbor: Open from Memorial Weekend to Labor Day exciting water rides, slides, a relaxing lazy river, & a wave pool – the most thrilling waterpark in Northern California.

Markham Nature Park & Arboretum: a 17-acre island of natural beauty near the heart of downtown Concord. The Markham is unique among local parks as the emphasis is on quiet discovery.

Pixieland Amusement Park: Designed especially for young children from The Dragon Roller Coaster, Frog Hopper, Red Baron Airplanes, and other rides all are customized for little riders giving them the experience they can't get in the bigger theme parks.

Downtown: Todos Santos Plaza, a historic 2.5-acre downtown plaza, is the community gathering place of Concord and heart of the city. In 2018, the plaza was named one of three



Great Places in California by the American Planning Association. Todos Santos Plaza hosts several events, such as summer concerts, a farmer's market, and others throughout the year. It is the perfect place to enjoy an outdoor concert with the family or just enjoy a lunchtime stroll in the California sun.

Dining: More than 350 restaurants and 27 different ethnic cuisine choices available, exceptionally diverse. From fancy to funky, eclectic to ethnic, a friendly relaxed environment abounds. Highlights include the [Taco Trail](#) featuring nearly 40 deliciously authentic, family-owned taquerias and restaurants. For craft beer lovers Concord's renowned [Beer Trail](#) boasts such stellar provisioners.

Wine Country: Contra Costa County boasts a burgeoning wine scene, with more than two dozen wineries and tasting rooms in and around the Concord area. Explore beyond and discover Napa, Sonoma, and the Livermore Valley wine regions.

Arts, Culture & Entertainment: Concord brings to the table an intimate, authentically local scene that puts Bay Area musicians, artists, and foodies front and center.

Shopping: Three shopping centers that have stores and restaurants highlighting the essentials.

Outdoors & Nature: Concord's parks and outdoor space are scattered throughout the city, offering an experience all their own. At Concord parks, visitors can discover hidden treasures, unique vantage points, or even a new urban retreat.

- **Mt. Diablo State Park:** Over 50 picnic spots, beautiful views of Concord, hiking trails that range from easy to hard, gates open at 8:00 am and close at sunset
- **Brazil Quarry Park:** 4 acres of open, turfed play area, a natural creek, and a butterfly garden
- **Limeridge Open Space:** Over 1200 acres of pristine open space and 25 miles of trails