



# MARINA DEL REY TOURISM BOARD

## POSITION DESCRIPTION

**POSITION:** Business Development Executive

**CLASSIFICATION:** Full time position

**REPORTS TO:** CEO

### **JOB SUMMARY:**

The Marina del Rey Tourism Board is seeking a Business Development Executive that will serve as a resource to our hotels, venues, attractions and community stakeholders by actively soliciting group business to Marina del Rey through direct sales. The Business Development Executive will work with hotels, restaurants and attractions in the Marina to draw business collectively, positioning Marina del Rey as a premier destination for groups, meetings and incentive business. In addition, they will serve as active participant with the local industry and community organizations.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES:**

- Organize, develop and assume responsibility for implementation of a comprehensive sales program to bring business to Marina del Rey and its hotel properties.
- Develop the overall strategy and implement all direct sales programs including tradeshows, site visits, sales calls, city sales missions, client appreciation events, and fam trips. This will be presented in a Marketing Plan, Sales Calendar and Trade Show Calendar.
- Create yearly programming calendar, highlighting co-op opportunities for hotels and event venues.
- Develop understanding of local hotel brands, markets, and business needs and develop and implement methods to attract new business to support off-seasons.
- Work with Marina del Rey Tourism Board team to develop and maintain meetings and events section on [visitmdr.com](http://visitmdr.com).
- Arrange and organize familiarity (FAM) group tours to increase exposure of Marina del Rey as a destination for meetings and social events.
- Participate in strategically targeted tradeshows and industry events.
- Work closely with other DMO's in collaborative efforts to promote Marina del Rey as a meetings and events destination.
- Maintain a well-informed, working knowledge of the facilities, attractions and services, private and public, available in the area.
- Maintain good relationships with colleagues at area hotels and facilities.
- Identify, engage and monitor the performance of tools that directly support group sales initiatives.
- Work with MDRTB team to develop and maintain appropriate collateral and coordinate special services (welcome receptions, client information booths, etc.).
- Measure successful performance by tracking leads, sales performance, hotel revenues and economic impact.
- Responsible for creating detailed budgets for activities, tradeshows and sales projects.
- Responsible for reaching goals related to booked business.
- Maintain familiarity with competing destinations and issues that impact Marina del Rey's ability to compete.

- Conduct quarterly or as needed meetings with DOS's of hotels/facilities.
- Oversee and manage sales budget with supervision of CEO.
- Produce Monthly Sales Reports for board meetings.
- Perform other related duties as required and assigned.

**QUALIFICATIONS:**

- Requires Bachelors Degree in Marketing, Business, Travel & Tourism or related field.
- Minimum of 4 years sales in hospitality industry required. Hotel or DMO sales experience strongly preferred.
- Experience with MS Office Suite is necessary.
- Working knowledge and experience working with CVENT.
- Working knowledge and experience working with CRM's, including Simple View.
- Demonstrated written and oral presentation skills.
- Ability to multi-task.
- Self-starter and strong initiative a must.
- Proven relationship building skills and sales account management experience.
- Exceptional customer service skills with a track record of exceeding expectations.
- Ability to travel, attend local industry events on evenings, weekends.
- Ability to represent Marina del Rey in a positive, professional, and hospitable manner.
- Must be detail oriented and highly organized.
- Must be able to work independently with minimal supervision, as well as perform collaboratively in a team environment. Team player.
- Strong business writing skills and ability to write reports and correspondence in a professional business format and tone.
- Ability to coordinate all aspects of tradeshow participation, including logistics.
- Ability to use virtual meeting software, including Zoom, Google Meet, and Teams. Must be competent in setting up meetings with these programs.

Please send resume and cover letter detailing applicable work experience and skills to Kirsten Wiltjer at [kirsten@visitmdr.com](mailto:kirsten@visitmdr.com).