



Job title	Manager, Destination Services & Events
Reports to	Director, Destination Services & Events
Department	Destination Services & Events
Classification	Non-Exempt
Date	July, 2022

General Summary

Visit Anaheim's mission is to impact our communities and visitors through the power of travel

The Destination Services & Events Manager will provide customized support services to meeting planners of definite groups contracted at the Anaheim Convention Center. This position serves as a liaison between meeting planners and community partners to ensure successful pre-planning, promotion, and execution of meetings and conventions within Anaheim.

The Destination Services & Events Manager advances initiatives that enhance Anaheim's competitive position, through strategic partnerships, sponsorships, and participation at industry trade and client events. Serves as a liaison between Visit Anaheim Sales and Marketing teams to coordinate and execute events. Manages and meets budget goals on all programs.

Primary Duties and Responsibilities

Responsibilities will include but will not be limited to:

- Clearly communicate with clients, co-workers and management with excellent verbal and written communication skills.
- Assist Department Head with special projects, service programs, partner orientations and duties as assigned.
- Ensure the efficient use of resources through management of allotted department budget.
- Maintain visibility in marketplace through membership and participation at industry associations such as ESPA, PCMA, and MPI while enhancing on-the-job knowledge and industry network.
- Be available, via phone, text, or in person, to meeting professionals during entire event; to include weekend and evenings, if necessary.

Essential Functions : (Destination Services specific)

- Collaborate with sales partner on Account turnover.
- Maintain account management of assigned Accounts and Leads including sales commitments, housing requirements, staffing and concierge needs. Update Traces and Notes with thorough details of activities and associated documents into Simpleview database.
- Collaborate with meeting planner and determine custom services to support overall goals and objectives meeting/convention.
- For conventions, initiate a consultation meeting to understand client's marketing needs. Discuss marketing and PR objectives (for attendees and exhibitors). Develop customized elements and serve as liaison to Visit Anaheim departments to best achieve goal. Maintain knowledge of all promotional materials available to groups.
- Develop custom attendee & VIP welcome experiences (when applicable) for assigned groups.
- Coordinate and conduct planning site visits for assigned groups and assist other DS Managers with sites as needed.

- Remain knowledgeable of CSR and discuss CSR objectives for assigned groups.
- Lead communication with ACC staff and ACC partner affiliates to ensure convention support is provided.
- Attend and or facilitate pre-con and post-con meetings.
- Develop and deliver post-convention reports in a timely manner.
- Enter all referrals and notes with specific details of activities into Simpleview database.
- Attend year out promotional trips, if needed and approved by Department Head.

Essential Functions: (Events specific)

- Responsible for event planning, logistics and execution of assigned Visit Anaheim events; Regional Client Events, Sales Missions, Hosted Events and other Events as assigned.
- Collaborate with internal business owner of event, Marketing and Communications to position the event to target customers.
- Ability to organize meetings with team members and appropriate partners to ensure communication, vision and objective of event is communicated.
- Utilize Simpleview functions such as event registration, reporting, exporting, historical statistics.
- Maintain a highly professional presentation that represents Visit Anaheim both internally and externally, within the business and membership communities.
- Support in creation of signature events in our destination.

Background

A. Supervision

Supervision experience is necessary for this position.

B. Confidentiality:

Exposure to confidential information given by planners, clients, partners, and CSO.

C. Mental Application:

Ability to concentrate on tasks for long periods of time.

Capable of performing several tasks simultaneously

Competent to present information, answer questions, talk informatively

Attention to detail required

Research and application of new technologies

D. Contacts/Internal and Public

Communicate with and conduct meetings with numerous people internally and externally and via phone & email in a professional way that will well represent the Visit Anaheim.

High level of contact with clients outside organization.

A friendly personality and ability to be tactful, discreet, circumspect, and informed is required to interact with staff, Visit Anaheim Partners, and the general public inside and outside of the office.

Specifications

A. Education

Required: At least 2-years of college, with related job experiences

Preferred: 4-year college degree or equivalent. CMP, (Certified Meeting Professional Certification), or other hospitality certification.

B. Experience

Required: Minimum 3 years' experience in hospitality industry with related job experience

Preferred: 5+ years' experience in hospitality industry, specifically convention services role in hotels, convention center, or CVB.

C. Abilities

- Required: Ability to manage multiple projects, budgets, and staff.
Excellent organization and communication skills.
Accurate/proficient typing skills.
Aptitude to connect with clients, partners, and industry peers.
Ability to travel domestically.
Detail-oriented self-starter with a willingness to learn and grow.
- Preferred: Computer knowledge of Macintosh systems and PC systems, software knowledge of Simpleview , Ring Central, Excel, Microsoft Word, and E-Mail.

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.

The work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. The work environment is a professional business office.

A consistent and reliable presence at work is necessary.

Hybrid schedule – Staff currently working from home Monday, Wednesday and Friday.

**Please submit resumes to: Debbie Taylor at careers@visitanaheim.org.
Subject line to read: Destination Services & Events Manager**