

**LITTLE ROCK CONVENTION & VISITORS BUREAU
JOB DESCRIPTION**

JOB TITLE:	Director of Sales	PAY GRADE:	D61
DIVISION:	Sales & Services	FLSA STATUS:	Exempt
SAFETY SENSITIVE:	Yes	ESSENTIAL PERSONNEL:	No
REPORTS TO:	Vice President of Sales & Services	EEO CATEGORY:	Sales

This is a Safety-Sensitive Job for Purposes of the Arkansas Medical Marijuana Amendment.

This position is not considered Essential Personnel under the LRCVB Inclement Weather policy.

This job description should not be interpreted as all-inclusive. It is intended to identify the essential functions and minimum qualifications of this job. The incumbent(s) may be required to perform job-related responsibilities and tasks other than those stated in this job description. Nothing in this job description restricts management’s right to assign or reassign job-related responsibilities and tasks to this job at any time. Certain functions are understood to be essential; these include, but are not limited to, attendance, getting along with others, working a full shift, and dealing with and working under stress. Any essential function of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant only to the extent medically and reasonably feasible.

JOB OBJECTIVE: To promote and sell Little Rock as a destination for conventions, meetings, and events under direction of the Vice President of Sales and Service; to provide assistance to the Vice President of Sales and Service with leading the sales team to achieve individual and team group/convention sales goals.

ESSENTIAL JOB FUNCTIONS:

1. Collaborates with Sales Team to develop Customer Engagement strategies and key partnership opportunities; conducts research for the development and implementation of an effective prospecting process to qualify existing accounts and identify new accounts; develops an effective sales approach of sales territories and market segments.
2. Provides assistance to the Vice President of Sales and Service in the development of the budget and market strategies, establishes sales goals and incentives and special projects; ensures necessary internal and industry training opportunities for sales team.
3. Develops and implements the group sales sections of the LRCVB action plan and budget; develops short and long-term objectives and strategies including client outreach, website enhancements, group sales marketing assets, and trade show plan and participation schedules.
4. Analyzes potential business opportunities and administers LRCVB group concessions accordingly based on time of year, day patterns, and overall value of accounts; communicates with local hotels and facility representatives to develop a City of Little Rock proposal that is mutually beneficial to all participating partners.
5. Develops, implements, and administers Division policies, procedures, goals, and objectives; establishes appropriate staffing levels and allocates resources accordingly; responds to and resolves sensitive and controversial issues, inquiries, and complaints.

6. Maintains close working relationships with area hotels and facilities to develop cooperative programs including City bid packages, sales programming, incentive offers, and special programs to market the area for conventions, meetings, and business events.
7. Assigns, prioritizes, monitors, and reviews the work activities of assigned staff.
8. Provides assistance in the preparation of key reports, including monthly hotel and A & P Commission reports; presents quarterly updates and progress reports.
9. Conducts market research to identify opportunities and competition; analyzes data and makes recommendations to establish, assign and prioritize specific market segments to maximize potential business.
10. Promotes Little Rock as a destination for conventions, meetings, business events, and related tourism activities within an assigned sales territory and/or market segment(s) to generate new opportunities within Little Rock; researches and compiles information on assigned territory and/or market segment and contributes to the development of account strategies and the LRCVB strategic sales and marketing plan; maintains activity and sales goals in compliance with LRCVB policies and procedures.
11. Identifies potential organizations within assigned sales territory and/or market segment(s) to generate interest and sale leads to various Little Rock hotels and facilities; serves as liaison between the organization and hotels and facilities to develop proposals and signed contract(s) for the event or activity; coordinates with area hotels and facilities to identify alternative available accommodations or facilities as needed.
12. Prepares customized bid proposals, conducts bid presentations and hosts site visits/tours for potential customers; presents information relative to LRCVB managed facilities and related information to include facility meeting rental spaces and space capacity.
13. Serves as an LRCVB representative by attending and participating in industry conferences and events, and trade shows and sales missions to promote Little Rock as a destination and generate leads and interest in Little Rock and LRCVB facilities to potential clients; follows up as necessary to ensure the needs of potential clients and partners are met to secure a signed contract.
14. Answers questions and provides information relative to area hotels, facilities, and attractions available to prospective clients; conducts research and keeps abreast of competitors' products and promotions and industry related issues that influence sales.
15. Maintains the customer relationship management system by entering client and potential client information, client interactions, sales opportunities and other related activities in compliance with applicable policies, procedures and standards.
16. Compiles information and submits various reports relative to expenses, pre/post trip production, action plans, sales call plans, account information of potential clients and other related information as directed by the Vice President of Sales and Services.
17. Answers questions and provides information, assistance and guidance to other Departmental personnel.
18. Establishes and maintains computer files and records of correspondence, traces, projects, and other related information relative to assigned sales territory and/or market segment(s) and related activities.

JOB TITLE: Director of Sales

19. Interacts with LRCVB staff, partners, and clients in a courteous, cooperative and professional manner.
20. Operates a personal computer system with Internet, spreadsheet, and word processing software in the performance of essential job functions.
21. Operates an automobile in the performance of essential job functions.

SECONDARY DUTIES AND RESPONSIBILITIES:

1. Manages special projects as assigned by the Vice President of Sales and Service and/or the President/Chief Executive Officer.
2. Attends and participates in meetings, events, and activities, both internally and externally, as required.
3. Performs other related duties as required.

SUPERVISORY RESPONSIBILITIES: Senior Sales Manager(s), and Sales Manager(s)

MINIMUM QUALIFICATIONS:

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of standard office practices and procedures.

Knowledge of principles and techniques of account management, direct sales, sales presentations and trade show exhibits.

Knowledge of hospitality/tourism industry principles and practices.

Knowledge of sales and marketing industry principles and practices.

Knowledge of a cross-section of business disciplines including sales, marketing, hospitality industry, financial and accounting systems, e-commerce and business communications.

Knowledge of research methods and techniques.

Knowledge of hard copy and computer files and record-keeping systems.

Knowledge of computer fundamentals and business software and word processing software.

Skill in the operation of a computer utilizing database, internet, word processing, and spreadsheet software.

Skill in the operation of an automatic transmission vehicle.

Ability to conduct market research, analyze, interpret and make recommendations of findings.

Ability to promote Little Rock as a destination.

Ability to identify potential organizations within assigned sales territory/market segment to generate interest and sales leads.

Ability to develop an effective sales approach.

Ability to prepare bid proposals and conduct bid presentations.

Ability to assign and direct the work activities of assigned staff.

Ability to conduct site visits/tours.

Ability to learn specific hospitality/tourism industry knowledge or Little Rock and area hotels, facilities, restaurants, attraction, and service businesses.

Ability to present oneself in a professional manner and establish and maintain effective working relationships with LRCVB staff, partners, clients and various organizations.

Ability to learn and apply LRCVB procedural operations, policies, and procedures.

Ability to establish and maintain hard copy and computer files and recording keeping systems.

Ability to compile data and prepare narrative and statistical reports.

Ability to work in a constant state of alertness and in a safe manner.

Ability to communicate both written and orally with individuals and groups.

These knowledge, skills, and abilities are usually, although not always, acquired through the completion of a Bachelor's degree in any area of discipline, and a minimum of eight (8) years of professional-level experience working in the hospitality/tourism industry; sales experience in the hospitality/tourism industry is preferred and five (5) years of supervisory experience OR project leadership experience. Equivalent combinations of education and experience will be considered.

ADDITIONAL REQUIREMENTS:

Must possess a valid Arkansas Class D (Non-Commercial Vehicle) Driver's License before employment and maintain licensure for the duration of employment in this position. Must show proof of valid automobile insurance before being approved to drive any LRCVB vehicle.

Must have access to a properly licensed and insured, reliable automobile for reimbursable assigned business travel.

Must obtain a personal credit card for fully reimbursable business expenses.

Must be available to work evenings, holidays, and weekends as required.

This position may require one or more of the following pre-employment screenings: drug and alcohol screening, or background investigation.

DISCLAIMER:

This document does not create an employment contract, implied or otherwise.

PHYSICAL REQUIREMENTS:

The physical activities marked below are representative of those that will be required on a regular basis to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

	YES	NO
work involves lifting, pushing, pulling or carrying 40 pounds or more	✓	
work involves the operation of earth-moving equipment or commercial motor vehicles		✓
work involves the operation of non-commercial motor vehicles	✓	
work involves the operation of tools such as axes, shovels, sling blades		✓
work involves the operation of motorized equipment such as chain saws, power saws, jackhammers, lawn mowers, tractors		✓
work involves climbing, stooping, bending, twisting, or reaching out in unusual positions	✓	
work involves sitting for long periods of time	✓	
work involves standing, walking, or running over a long period of time	✓	
works above ground or floor level, such as on stools or ladders		✓
works in a relatively high average degree of temperature over a long period of time		✓
work involves considerable physical exertion of the whole body over a long period of time		✓
work requires near vision (20 inches or less)	✓	
work requires distance vision (20 feet or more)	✓	
work involves detection of color differences	✓	
work involves determination of the correct location of a sound, such as footsteps	✓	
work involves hearing and understanding conversation or sounds	✓	

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