

## **Join Our Team as a Director of Destination Sales in the Hospitality Industry!**

Are you passionate about promoting destinations and creating memorable experiences for groups and events? We're seeking a dynamic and motivated Sales Representative to join our team in the vibrant hospitality industry. If you thrive in a fast-paced environment and excel at building lasting relationships, this could be the perfect opportunity for you.

### **Key Responsibilities:**

- **Sales Strategy:** Prepare annual sales budgets for trade shows and travel, with a focus on group tours and sporting events.
- **Supervision:** Oversee the sales and services departments.
- **Relationship Building:** Attend trade shows and conferences to build and maintain relationships, prospect for new business, and raise awareness of our destination's offerings.
- **Lead Generation:** Research, develop, and initiate new leads and accounts. Attend tradeshow to promote the area as a top choice for conventions and sports events. Follow up and evaluate leads generated from trade shows.
- **Event Targeting:** Identify, evaluate, and target events for bid submissions. Coordinate and conduct site visits as needed to secure successful events.
- **Community Representation:** Represent the organization at various community and industry events.

### **Qualifications:**

- Proven experience in sales within the hospitality or related industry.
- Excellent communication and interpersonal skills.
- Ability to thrive in a dynamic and fast-paced environment.
- Strong organizational and relationship-building skills.
- Familiarity with Customer Relationship Management (CRM) systems.

### **Inclusion Statement:**

We are committed to fostering a diverse and inclusive workplace. We encourage candidates from all backgrounds, including minorities, to apply. Your unique perspectives and experiences will contribute to the success and vibrancy of our team.

### **How to Apply:**

If you're ready to make a significant impact in the hospitality industry and contribute to the success of our destination, we want to hear from you! Submit your resume and cover letter to [rustonlincolnvb@gmail.com](mailto:rustonlincolnvb@gmail.com). No phone calls please.