



GREENVILLE-PITT COUNTY
CONVENTION & VISITORS BUREAU

Find yourself in good company®

Director of Sales & Services
Greenville-Pitt County Convention & Visitors Bureau
Greenville, North Carolina

The Greenville-Pitt County Convention & Visitors Bureau is conducting a search for the position of Director of Sales & Services to aggressively market and promote Greenville and Pitt County as a destination for meetings and conventions in the Association, Religious and SMERF markets. Job requirements for this position include possessing strong oral, written, creative and organizational skills. The successful candidate must be comfortable speaking in front of groups, have an assertive personality, be of high personal integrity, self-reliant and have a general understanding of destination marketing and the hospitality industry. This position requires overnight travel on a regular basis. Candidate must be proficient in Microsoft Word, Excel, Outlook and the hospitality networking platform C-Vent. The individual must be able to lift up to 30 pounds. On occasion, work duties may need to be performed in the evening or on weekends. The candidate must have a valid North Carolina Driver's License with an acceptable driving record. This position reports to the Executive Director of the CVB.

Major duties of this position include:

- Soliciting via various methods new and existing clients to choose Greenville and Pitt County as their destination for their next convention, meeting, or event.
- Distributing sales leads to Greenville and Pitt County hotel and motel properties as well as other non-hotel hospitality outlets.
- Crafting proposals to induce meeting planners to choose Greenville and Pitt County as their meeting destination over competitive comp-set.
- Following up on all sales accounts, maintain reports on sales activities as well as tracing accounts for review on a consistent basis
- Plan and coordinate the implementation of sales related activities including individual sales calls, sales blitzes, client receptions, trade shows, site tours and other related activities as assigned by the Executive Director.
- Generate monthly sales reports to include monthly booked business, potential business and lost business.
- Encourage and promote a cooperative spirit among all local hospitality partners and hoteliers as well as other Greenville-Pitt County CVB staff members

- Assist with the planning/development of the CVB's bi-annual marketing plan including budgeting for all sales related activities
- Coordinate quarterly meetings with local hoteliers with both a networking and educational component
- Provide input on yearly advertising plan and creative efforts
- Provide excellent customer service to clients and partners

Minimum Education & Experience: Four year degree from a college or university with a major in hospitality management, business, public relations or related degree. Three to five years of CVB, hotel or convention center sales experience is preferred. Direct experience in lieu of education will be considered.

Salary based on experience level and is negotiable. Employees of the Greenville-Pitt County Convention & Visitors Bureau are City of Greenville employees. Relocation funds are not available.

Application process: If interested in applying for this position please do so in one of the two following ways:

E-Mail: Please e-mail a cover letter and resume no later than 5pm on December 5th to info@visitgreenvillenc.com

Mail: Please mail a cover letter, resume, and any salary requirements to
GPCCVB
PO Box 8027
Greenville, NC 27835-8027

All resumes must be received by December 5th. Those received after will not be considered.

The Greenville-Pitt County Convention & Visitors Bureau is an equal opportunity employer and does not discriminate based on race, gender, or sexual orientation.