



## **Regional Director of Sales, West Coast**

### **About Visit Baltimore:**

Established in 1982, as a 501(c)(6) not-for-profit corporation, Visit Baltimore is the official destination marketing organization for Baltimore. We are the marketing arm for the Baltimore Convention Center as well as for Visit Baltimore member businesses within the hospitality community. Visit Baltimore brings together the interests of the private sector, government, trade and civic associations and the Visit Baltimore members, in continuing to build the successful convention and leisure travel industry in the Baltimore area.

**Mission:** *Visit Baltimore generates economic benefits for Baltimore City through the attraction of convention, group, and leisure visitors, and works to provide a positive experience for all guests.*

**Values:** Our day-to-day behaviors are the foundation of our workplace culture. Because of this, all our actions must come from a place of respect for ourselves, our colleagues, our customers, our community, and our stakeholders. Grounded in a foundation of respect, we embrace the following values as the principal pillars of our culture:

- Practice Mindfulness
- Empower Collaboration
- Exemplify Adaptability
- Celebrate Diversity

### **Summary:**

As a member of the sales team, assists in the generation of new convention and meeting business opportunities. Work collaboratively with key stakeholders to cultivate new business opportunities and with the Sales and Customer Experience team to optimize this business. Responsible and accountable for meeting and/or exceeding sales goals and sales initiatives as defined in the annual sales and marketing plan. Initiate and maintain relationships with counterpart sales staff of all member hotel properties and the Baltimore Convention Center and keep updated on Baltimore City information. Direct all regional sales activity focused on assigned market within designated region; focus sales efforts on generating new citywide business opportunities for Baltimore and managing all aspects of the sales process including closing business. Guide and assist Regional Sales Manager in the region in the same core areas of responsibility. Act as primary point of contact for relevant market segment sales activities including tradeshow and direct sales initiatives. May lead and review the work of less experienced staff by providing mentoring, technical guidance and/or training in daily activities as the knowledge expert on the market and customer issues. **Home based office with travel.**



### **Duties and Responsibilities:**

- Handle solicitation of all citywide convention groups encompassing multi-hotel properties simultaneously and space within the Baltimore Convention Center and the City of Baltimore. Responsible for handling leads from start to finish to include blocking space at the convention center and working with the Convention Center to work out pricing on the customer's behalf. As well as working with hotel community by sending a lead to hotel partners and creating the hotel room block grid. Once information is complete, compile the information and create a bid proposal for the customer. Sales responsibilities will also include solicitation and management of accounts representing non-convention center related business.
- Work with partner sales manager within same market to generate leads from sales activities; Develop strategies on strong market segments based in territory to tie in Baltimore's strengths, i.e., medical market.
- Identify and qualify business for the city that meets booking criteria.
- Responsible for closing business, meeting or exceeding event and room night goal and lead goal.
- Develop meaningful and robust FY action plans which are thorough and quantifiable. Utilize tools to evaluate and advance targeted business opportunities.
- Conduct at least 25 outside sales calls within assigned region per month, coordinate 6-12 citywide site visits annually on behalf of customers, visit 4-6 annual meetings for prospective customers.
- Coordinate/host site inspections, FAM tours, sales missions and/or special requests for clients.
- Responsible for attending industry trade shows, both local and out of town and representing Baltimore in any community functions and networking opportunities pertaining to convention marketing/sales or Visit Baltimore membership programs.
- Maintain a working knowledge of the hospitality industry within the city of Baltimore and strive to understand the needs of the hotel community to identify/qualify business for the city and our hotel partners.
- Maintain accurate account and booking information, as well as customer profiles in Simpleview in accordance with Visit Baltimore sales guidelines.
- Distribute leads to member hotel properties and the Baltimore Convention Center, and act as a liaison between member properties and the client.
- Follow-up on all correspondence between hotels, convention center, attractions, and clients.
- Contribute to the marketing plan and budgeting process as it relates to convention sales.
- Comply with Company policies and procedures.



**Qualification Requirements:**

Preferred Bachelor's degree in Sales, Marketing, or related field with 5+ years' experience in the hospitality industry with emphasis on convention sales and services. Hotel or CVB experience strongly preferred.

Experience with the formal bid process, proven sales skills as they relate to sourcing new business, qualifying customers, lead development and follow-up, sales presentations, and networking skills.

Familiarity with the meetings industry and experience using assessments, rate negotiations, rebates, and other negotiation tools.

Superior customer service skills with the ability to communicate effectively at all levels.

Excellent organizational, presentation and written and verbal communications skills.

Must be highly motivated and detail oriented.

Able to cultivate positive and effective working relationships with team members, stakeholders and partners.

Computer proficiency with Microsoft Office Suite.

Willingness to work irregular hours and travel out of town to trade shows, meetings, etc. required.

Dependability and professionalism are a must.

**Interested candidates should forward their cover letter, resume and salary requirements to [resumes@baltimore.org](mailto:resumes@baltimore.org). NO PHONE CALLS PLEASE. Visit Baltimore is an Equal Opportunity Employer.**