



## **Associate Vice President of Sales**

### **About Visit Baltimore:**

As Baltimore's official destination marketing organization, our mission is to promote, sell and encourage visitation to drive economic impact for the city and its residents. We craft and communicate the Baltimore narrative, advance the tourism and hospitality industry and support community.

**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
- Ensure Collaboration
- Exemplify Adaptability
- Celebrate Diversity
- Ignite Innovation

### **Summary:**

In partnership with the Vice President of Sales & Special Events, lead and develop the Sales team while ensuring the goals and objectives established in the annual sales & marketing plan are met. Responsible for the successful implementation of all strategic direct sales initiatives and ongoing management of assigned team. Work with individuals on an ongoing basis to ensure each team member is working in accordance with defined sales SOP's and that all annual goals are met and FY action plan activities are executed in accordance with the team and individual plan. Work in an aligned manner with the Chief Sales Officer to maximize return on investment in the convention sales market. Serve as a member of the Sales leadership team.

This role reports to the Chief Sales Officer. The ideal Associate Vice President of Sales is an experienced hospitality leader with a proven track record in managing and motivating high performing teams in achieving organizational goals. They are strategic, creative, relationship centered, thoughtful, agile and deeply collaborative, with a commitment to modeling Visit Baltimore's core values and leading with trust and integrity.

### **Essential Duties and Responsibilities:**

#### **Sales**

- Assist the Chief Sales Officer in formulating policy, setting goals and objectives and quantifying the results of marketing activities and team training, as well as development of the annual budget and managing expenses during the fiscal year.
- Responsible for the completion of those goals as well as all defined annual sales activities and action plans.

- Manage assigned members of the sales team. This includes delegating responsibilities as needed, providing direction, supervision and management support. Work one on one and in group environment to provide ongoing support to the team and maximize convention and meeting business opportunities.
- Monitor action plan activities and CRM use in accordance with Visit Baltimore SOP's.
- Assist with preparation and monitoring of annual sales budget.
- Establish and maintain excellent relationships with organizations in the community who are partners in increasing Baltimore's share in convention sales and customer experience.
- Attend trade shows, industry meetings, sight inspections and sales missions to key feeder markets, as well as other meetings as needed.
- Work closely with other department managers in the organization to ensure communication and coordination of efforts.
- Work collaboratively with the marketing department on all convention-related promotional and advertising projects.
- Oversee the arrangements of special functions as needed and promotions developed to increase Baltimore's visibility in the meetings/conventions market. This is accomplished through familiarization tours, sales blitzes, receptions, etc., locally and nationally.
- In conjunction with other department directors, attend new partner orientations to advise new partners with the best way to market their services to potential convention clients.
- In support of the sales and customer experience team, participate in site inspections of hotels, Convention Center, attractions, etc., for clients that have selected Baltimore for their meeting. Attend pre-convention meetings at the client's discretion.
- Attend and participate in local host committee planning meetings with organizations that have selected Baltimore for their meeting.

### **General**

- In all personal actions, support and comply with the organization's policies and procedures, performance standards and core values.
- Maintain general awareness of modern communications, sales tools and marketing trends as they pertain to sales and customer experience, as well as the overall tourism industry.
- Other duties as assigned by the Chief Sales Officer.

### **Basic Qualifications:**

- Bachelor's degree in related areas with a minimum of 10 years' experience in hospitality industry sales with progressive responsibilities to include management of multiple personnel and projects, preferably with a DMO or hotel; or equivalent combination of education and experience.
- Knowledge of Baltimore hotel community a plus.
- Demonstrated ability to effectively lead and manage teams, and foster a positive, success-oriented environment within the organization.
- Excellent verbal and written communication skills.
- Ability to build and maintain successful working relationships with external organizations, partners, clients and the hospitality community.
- Ability to understand and process information and ideas and present information to internal and external stakeholders in a clear and concise fashion.
- Ability to proactively plan, manage and prioritize activities and goals, and work in collaboration with other departments and external stakeholders.
- Innovative thinker that encourages and adopts new ideas and strategies in achieving goals and objectives and seeks ways to streamline processes and procedures to maximize efficiency and interdepartmental collaboration.
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution.
- Computer proficiency with Microsoft Office Suite and CRM.

- Ability to seamlessly adapt to changing business needs and tourism industry trends.
- Must be able to travel as needed and able to work evenings, weekends, and/or holidays based on client and office demands.

**Interested candidates should apply at:**

<https://recruiting.paylocity.com/recruiting/jobs/All/0677a70a-e56e-48a0-8c4e-9458d21dea2e/Visit-Baltimore>

**Additional Details:**

Full-time, hybrid position. Comprehensive benefits package including medical, dental and vision insurance, flexible spending accounts, paid holidays, 20 days paid time off (accrual based), 7 days extended sick time off (accrual based), 16 hours volunteer time off, Life, LTD, and ADD insurance and 401(k) plan with employer match.