

TRAVEL PORTLAND

JOB DESCRIPTION

VISION

Travel Portland is a promoter and steward of this evolving city and its progressive values, which have the power to transform the travelers who visit us.

MISSION

The mission of Travel Portland is to generate travel demand that drives economic impact for Portland.

Job Title	Director of Convention Sales		
Team/Department	Convention Sales		
FLSA	Exempt	Revised by	VP of Convention Sales
Position Status	Full-time	Date	9/21/2021

SUMMARY

The Director of Convention Sales will be responsible for supervising the in-house sales team with up to 5 direct reports. This position will provide leadership to drive performance for the in-house sales team and collaborate with the VP of Convention Sales on strategic planning, development, management, and mentorship. This position will also be responsible for account management for an assigned territory with a corresponding production goal. The Director of Convention Sales will possess strong leadership and communication skills to establish and maintain collaborative relationships with internal and external stakeholders.

As a member of the Convention Sales team, the Director of Convention Sales is responsible for participating in achieving the organizational, team and individual goals determined by the Travel Portland Board in partnership with the hospitality community. Compensation includes both salary and bonus incentive potential for achieving individual and team goals.

REASONABLE ACCOMMODATION

To perform this job successfully, an individual must be able to perform each essential duty and physical demands satisfactorily with or without a reasonable accommodation. Travel Portland is committed to the full inclusion of all qualified individuals. As part of this commitment, we will ensure that persons with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact klong@travelportland.com

ESSENTIAL FUNCTIONS

- Assist the VP of Convention Sales to drive results from the sales team by ensuring sales goals, targets and forecasts are developed, executed, and evaluated to meet changing market and competitive conditions

- Provide visible leadership, communication and maintain collaborative relationships with internal team, as well as external Travel Portland partners and vendors
- Collaborate with hotel sales leaders to align with the development of strategies and objectives to achieve targeted results for Travel Portland and our hotel partners
- Carry out supervisory responsibilities in accordance with Travel Portland's company policies, convention sales procedures and applicable laws
- Research, qualify and solicit prospective self-contained meeting business opportunities for assigned territory to generate sales leads and secure bookings for partner hotels in assigned territory.
- Participate in FAM's, sales missions, road shows, telemarketing, direct mail, tradeshow attendance, and hosted buyer programs.
- Respond to RFPs in a timely and efficient manner, as well as provide ongoing follow up through the booking cycle.
- Provide consistent communication with hospitality partners, clients, and internal stakeholders to ensure the success of converting leads to bookings with the expectation that all communications will be stored in the CRM database for recordkeeping in a timely manner.
- Responsible for maintaining existing client relationships as well as building a new client base to increase production in assigned market.

SECONDARY FUNCTIONS

- Co-lead a quarterly DOS meeting for Travel Portland Partners
- Co-lead an annual citywide sales training
- Complete administrative duties for direct reports by established deadlines
- Complete required internal reporting in a timely fashion: account management, touch reports, expense reports, time sheets, and site inspection documentation.
- Plan and prepare for site tours, sales calls, sales missions, FAMs, tradeshow participation and travel.

SUPERVISORY RESPONSIBILITIES

The position will be responsible for up to 5 direct reports. The Director of Convention Sales will be responsible for all administrative duties for the direct reports – such as ADP timecards, PTO requests, expense report approval, staff evaluations, staff development plans, and production monitoring. The DOCS will also support their team by joining site tours, sales trips, and sales missions.

EDUCATION AND/OR EXPERIENCE; Certificates, Licenses and Registrations

- Bachelor's degree is required.
- Minimum of 3 years' experience as a Director of Sales with a hotel, resort, DMO or CVB with a proven history of leading a sales team to achieve sales goals consistently period-over-period (quarterly/annually)
- Demonstrated leadership skills in developing direct reports to their full potential with positivity, mentorship, constructive development plans and accountability
- Excellent verbal and written communication skills
- An equivalent combination of education, experience and training that would provide the knowledge, skills and abilities required for the successful performance of the essential job duties.
- Must possess a current and valid Driver's License

NECESSARY KNOWLEDGE

- At the advanced level of the greater Portland area and its hotels, attractions, meeting venues, dining options, history, and culture
- Of the convention and meeting industry
- In sales relationship building and sales leadership

- Of Microsoft Office Suite, CRM database, internet, and general knowledge of office equipment
- In database management

NECESSARY SKILLS

- In professional communication including verbal, written
- Ability to multi-task, follow through, reprioritize, and meet deadlines
- In resolution management using diplomacy and tact
- In personal and professional organization
- In presentation and public speaking including speaking to diverse audiences
- Self-motivated and team oriented

NECESSARY ABILITIES

- To perform consistently in a fast-paced, multitask environment with frequent interruptions
- To work independently with minimal daily supervision
- To travel up to 12 times a year for sales missions, trade shows, conventions, or sales trips. Some travel may fall over weekends or events may go into evening hours.
- To conduct approximately 2 familiarization tours, numerous site tours and client dinners that can include evenings and weekends.
- To drive a vehicle safely while communicating with and educating clients
- To travel independently via commercial transportation
- To communicate effectively and respectfully within the context of varying beliefs, behaviors, orientations, identities, and cultural backgrounds
- To exhibit/act in a positive, courteous, and conscientious manner when representing Travel Portland
- To work effectively with a diverse cross section of people

PHYSICAL DEMANDS / WORK ENVIRONMENT

General office environment: Majority of work is completed in a general office setting with exposure to moderate levels of noise in a well-lit, well-ventilated, and moderately paced environment.

Travel Portland believes that each employee makes a significant contribution to our overall success. That contribution should not be limited by the assigned responsibilities. Therefore, this Job Description is designed to outline primary duties, qualifications, and job scope, but not limit the incumbent or Travel Portland, to just the specific work identified. It is our expectation that each employee will offer his or her services wherever and whenever necessary to ensure the success of our endeavors.