

# 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.

<b>Job Title</b>	National Account Manager – Midwest Market		
<b>Team/Department</b>	Convention Sales		
<b>FLSA</b>	Exempt	<b>Revised by</b>	VP of Convention Sales
<b>Position Status</b>	Full-time	<b>Date</b>	May 6, 2022

### SUMMARY

The National Account Manager is responsible for selling Portland as a desirable meeting destination to create a positive economic impact for Portland and its hospitality community. This position is responsible for participating in achieving the organizational, department, team and individual goals determined by the Travel Portland Board in partnership with the hospitality community. Compensation includes both salary and incentive for achieving individual and team production goals. The employee for this position can be based in Portland or the Chicago area.

### 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](mailto:klong@travelportland.com).

### ESSENTIAL FUNCTIONS

- Consistent business development that involves research and prospecting new convention business opportunities to generate sales leads and secure bookings for partner hotels and the convention center, with a focus on in-house business and smaller convention center programs.
- Responsible for maintaining existing client relationships as well as building a new client base to increase production in assigned geographical territory and specialized market segments.
- Client engagement with sales trips, sales missions, road shows, telemarketing, tradeshow attendance, industry events and hosted buyer programs.

- Respond to RFPs in a timely fashion and provide creative proposals that showcase Portland as a competitive convention destination.
- Clearly communicate, both verbal and written, with hospitality partners, clients, and internal stakeholders to ensure the success of converting leads to definite bookings with the expectation that all communications will be stored in the CRM database for recordkeeping.

## **SECONDARY FUNCTIONS**

- Record account activities and documents in CRM database.
- Perform public relations activities involving local hotels, facilities, city officials, local media, meeting planners and other related partners.
- Complete required internal reporting in a timely fashion: account management, travel reports, expense reports, ADP timecard, and site inspection documentation.
- Generate Visitor Development Fund (VDF) grant requests.
- Plan and prepare for tradeshow participation and travel.
- Help design and execute client events with the assistance of the events team or DMC.
- Provide input for development of annual program of work based on industry knowledge and experience.
- Work closely with the Travel Portland Convention Services team to provide a seamless transition for clients who confirm their events in Portland.

## **EDUCATION AND/OR EXPERIENCE; Certificates, Licenses**

- High School Diploma or equivalent required; Bachelor's degree and industry certification (CMP, CASE, etc.) preferred.
- A minimum 3 years of sales success with a hotel, resort, convention bureau, destination marketing organization or other B2B sales experience
- 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**

- Knowledge of the Portland region's hotels, attractions, meeting venues, dining, and culture
- Knowledge of the convention and meeting industry
- Knowledge of Microsoft Office Suite and general knowledge of office equipment
- Experience with database management

## **NECESSARY SKILLS**

- Skilled in personal and professional organization and time management
- Skilled in high level, professional customer service
- Skilled in resolution management using diplomacy and tact
- Skilled in professional communication including verbal, written and telephone
- Skilled in presentation and public speaking

## **NECESSARY ABILITIES**

- Ability to work effectively with a diverse cross section of people
- Ability to professionally represent Travel Portland
- Ability to perform consistently in a fast-paced, multitask environment with frequent interruptions
- Ability to work independently with minimal daily supervision
- Ability to attend approximately 8-12 tradeshow, conventions, or sales trips per year. Some travel may fall over weekends or events may go into evening hours.
- Ability to conduct approximately 2 familiarization tours and numerous site tours in Portland, which may include evenings and weekends

- Ability to drive a vehicle safely while communicating to and educating clients
- Ability to travel independently via commercial transportation

#### **WORK ENVIRONMENT/SCHEDULE**

General office environment: Majority of work is completed in a general office environment with exposure to moderate levels of noise in a well-lit, well-ventilated, and moderately paced environment. Portland-area employees of Travel Portland currently follow a hybrid work schedule, working Tuesdays, Wednesdays and one other day of their choosing in the Portland office, with the option to work remotely two days per week.