



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: DIRECTOR OF SALES

BARGAINING UNIT: CIV MANAGEMENT CODE NUMBER: 0510

PAY RANGE CODE: 20.1 MC REVISION DATE: 2/4/16

NATURE OF WORK:

The work of this classification involves managing the group sales team to ensure implementation of the entire scope of program within the approved budget, and achievement of convention sales goals. The incumbent will assist in the development of the budget and strategies leading to confirmed convention bookings. This position will develop and maintain relationships within the Omaha hospitality community, funding sources, media, and elected officials, and represent Omaha and the Omaha Convention and Visitors Bureau (OCVB) in the national and international convention market.

An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from a superior.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Achieves OCVB sales goals and generates convention and meeting leads for Omaha metro area hotels and facilities.

Researches and qualifies prospective business opportunities and actively solicits convention and group business in an effort to produce sales leads and secure bookings for hotel/motel properties and facilities.

Oversees the day-to-day activities of the sales managers and the support staff.

Supervises Group Sales and Convention Services division in the absence of the Vice President of Sales and Services.

Represents the Group Sales and Convention Services division at internal and external meetings when the Vice President of Sales and Services is not available.

Creates and maintains relationships with the Omaha metro area hospitality community.

Participates in tradeshows, sales trips, site visits, familiarization trips, and local meetings with meeting planners regarding the selection of Omaha as a meeting site.

Conduct Sales calls and meetings with current and prospective clients.

Assists in the preparation, management, and evaluation of annual program of work and budget.

Interfaces with convention services team regarding convention clients.

Maintains and ensures timely input in OCVB's customer relationship management (CRM) system.

Acts as contact/liaison for OCVB convention sales committees and subcommittees in the absence of the Vice President of Sales and Services.

Develops and coordinates sales meetings.

Monitors division budget and convention booking pace on a monthly basis.

Prepares reports documenting progress toward convention sales goals, historical data, and special requests.

Reviews and authorizes expense reports for all sales managers.

Distributes leads and inquiries to appropriate sales managers.

Leads the sales team to successfully book a predetermined number of room nights and generates a predetermined number of leads.

Achieves department annual goals as assigned.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of attractions, facilities, and services available to visitors in the Omaha metro area.

Knowledge of the tools and techniques used in the promotion of convention sites and other venues.

Knowledge of departmental policies, procedures, and regulations.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to make oral presentations to attract representatives of organizations to hold their conventions and meetings in the Omaha area.

Ability to organize, analyze, and interpret data available and to establish data collection procedures to monitor the progress of convention development programs.

Ability to prioritize and manage multiple projects and responsibilities while meeting stringent deadlines.

Ability to participate in the hiring, training, scheduling, overseeing, and evaluating the work of a staff of subordinates and volunteers.

Ability to travel independently to domestic and international destinations via commercial airlines.

Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, and members of the general public.

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% of the time, and reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree in Hospitality, Business Administration, or a related field

AND

Seven (7) years of professional experience in hospitality industry sales, including but not limited to: hotels, attractions, convention centers, event sales, and event services

OR

An equivalent combination of education and experience.

SPECIAL REQUIREMENTS:

Must possess a valid motor vehicle operator's license from the time of appointment.

Must be available to work flexible hours, weekends, and holidays.

The following industry certifications are preferred: Certified Destination Management Executive (CDME), Certified Meeting Professional (CMP), Certified Government Meeting Professional (CGMP), or other related certifications.

The following industry memberships are preferred: ASAE Center for Association Leadership, Meeting Planners International (MPI), Professional Convention Management Association (PCMA), and Society of Government Meeting Planners (SGMP), or other related memberships.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises. However, at times an incumbent is required to travel to other sites within the city and to other cities and in so doing is exposed to all weather conditions.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Telephone

Calculator
Printer

Copier

Previous Revision Date(s):