



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: REGIONAL DIRECTOR OF ACCOUNTS

BARGAINING UNIT: CIV MANAGEMENT CODE NUMBER: 0592

PAY RANGE CODE: 26.2 MC REVISION DATE: 2/4/16

NATURE OF WORK:

This incumbent will work out of a satellite home office work environment, and will be responsible for lead generation, qualification, and solicitation of group business across all market segments through personal sales calls, telemarketing, direct mail, electronic media, and tradeshow involvement. In addition, this individual will be responsible for public relations activities involving local hotels/motels, facilities, city officials, local media, meeting planners, and other related representatives. The individual must have a high level of motivation, strong industry contacts, and effective time management skills and thrive in a fast-paced work environment. 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.)*

Manages research and qualifies prospective business opportunities in assigned market segments and actively solicits convention services and group sales business in an effort to produce sales leads and definite bookings for partner hotel/motel properties, and other facilities.

Generates a predetermined number of lead and definite guestroom nights for hotels/motels and facilities in Omaha.

Conducts sales calls and meetings with current and prospective clients.

Compiles monthly sales report.

Serves as liaison between client and facilities.

Works with Omaha based team members on bid proposals; coordinates and conducts bid presentations on behalf of the Omaha metro area.

Establishes and maintains effective business relationships with representatives of Omaha hotels/motels and facilities.

Meets with organization executives, planners, and committees to assist as necessary in the selection of Omaha as a convention destination.

Invites, arranges, and occasionally escorts clients on familiarization trips and site inspections.

Identifies the sales materials needed for promotional pieces and programs.

Hosts events to create awareness of the Omaha metro area in the local market place.

Attends events and community activities in order to increase awareness of the Omaha metro area.

Participates in industry tradeshow and conventions; schedules and conducts sales trips.

Maintains and ensures timely input in Omaha Convention and Visitors Bureau's (OCVB) Customer Relationship Management (CRM) system.

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 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 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 communicate effectively, orally and in writing.

Ability to maintain confidentiality.

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

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

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) 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

Five (5) 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 a home office setting amid normal conditions of dust, odors, fumes, and noises. However, at times an incumbent is required to travel to sites within the city or to other cities and in doing so 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):