



# CITY OF OMAHA CLASS SPECIFICATION

**CLASSIFICATION TITLE: VICE PRESIDENT-SALES AND SERVICES**

**BARGAINING UNIT: CIV MANAGEMENT    CODE NUMBER:    0500**

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

## **NATURE OF WORK:**

The work of this classification is responsible for oversight of the Group Sales and Convention Services division in the Omaha Convention Visitor Bureau (OCVB). The incumbent is responsible for identifying marketing opportunities, sales strategies, and developing training programs for sales personnel geared to attracting group convention business.

An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from the Executive Director/President.

**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.)*

Leads county-wide sales efforts working with area hotels and facilities.

Recruits, supervises, and trains group sales and convention services team.

Oversees performance of the group sales and convention services team to ensure goals are met.

Oversees communications pertaining to the department.

Oversees departmental budget.

Partners with Vice President - Marketing to design and create messages for all sales and services promotion, campaigns, and sales tools.

Reviews and authorizes departmental timesheets and expenses for Group Sales and Convention Services division.

Oversees development of marketing plans and programs to sell and market the destination.

Leads the sales program through the support of the Director of Sales.

Attends key industry tradeshows and events to position Omaha as a convention destination.

Reviews statistical data, trends, performance, and economics of the meetings industry.

Assigns market segmentation and memberships in pertinent trade organizations.

Leads meetings to discuss projects, challenges, leads, and projects.

Represents OCVB for meetings, conventions, related committees, and organizations.

Oversees processes from prospecting to booking.

Oversees the segmentation of markets and the analysis relative to the destination.

Develops and manages revenue stream through group sales.

Develops and manages all partnership programs for the group sales and convention services team.

Tracks and compiles reports for the Executive Director detailing the sales performance of each employee.

Compiles reports for the Executive Director detailing statistical data pertaining to conventions booked and held and their economic impact on the community.

Oversees all aspects of convention services.

Leads the services program through support of the Director of Convention Services.

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 the operation of the hotel/motel business and the needs of conventioners, visitors, and other groups whose interest may be raised in using local facilities for their events.

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

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

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 organize, analyze, and interpret data available and to establish data collection procedures to monitor the progress of tourism promotions programs.

Ability to make oral presentations to attract representatives of organizations to hold events in the Omaha area.

Ability to prioritize and oversee multiple projects and people while meeting stringent deadlines.

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

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

Ability to establish and maintain effective working relationships with fellow employees, members various industries, 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, stand, speak, and walk from 76 to 100% 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

Ten (10) years of sales experience in a hotel, convention bureau, or in a management role for a state, regional, or national association or corporation

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, an incumbent may be required to travel to other sites in the city or to other cities and may be 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):