

Visit Cheyenne JOB DESCRIPTION
July 2018

Title: **Convention Sales Manager**

Reports To: Director of Sales and Marketing, Visit Cheyenne

Duties: Responsible for bringing meeting, convention and group business to Laramie County, WY. Aggressively promoting Laramie County as a destination for meetings, conventions, trade shows and retreats. Assists in providing conventions services to meet the needs of meeting planners.

- Performs sales activities to attract convention and meeting business to Laramie County. Locates and sells to meeting planners, association executives, and anyone who could possibly hold group events in the County.
- Prepares and disseminates convention bids to area hotels / venues that meet the event's requirements. Collects bids from venues and provides to the meeting planner.
- Participates in trade shows, industry meetings, sales efforts, bid presentations and sales calls to promote Laramie County.
- Aggressively promotes Visit Cheyenne's services to increase convention activity in Laramie County.
- Maintains sales activity, statistics, and electronic files using Visit Cheyenne's CRM software.
- Maintains a well-informed, working knowledge of the facilities, attractions and services, both private and public, available in the area.
- Maintains good relations with managers and staffs of area lodging properties and attractions.
- Maintains familiarity with competing destinations and issues that impact Cheyenne's ability to compete.
- Operates DMAI's economic impact calculator for potential meetings, determining the economic value to Laramie County.
- Acts as liaison between hotels/facilities and the meeting/convention planner. Acts as team leader for citywide bids.
- Works with the Convention Services Manager to coordinate services that assist meeting planners with their events
- Maintains current knowledge of convention sales and servicing trends, as well as the use of social media and technology.
- Participates in industry-specific associations as appropriate.
- Travel Required: 1-2 major overnight sales trips outside of Laramie County per year, often lasted several days. 1-2 driving day trips per month to meeting industry luncheons, training sessions, and sales calls to communities such as Denver, Laramie, Fort Collins, etc.
- Other duties as assigned.

Experience / Qualifications

- Sales experience in hotel, convention bureau, or related industry. Personal contacts in the travel industry a plus.
- Self-starter who budgets time and energy, is responsible for deadlines, and is creative in reaching goals and solving problems.
- Considerable computer and technology knowledge and experience. Aggressively promotes Visit Cheyenne services to increase convention activity in Laramie County.
- Knowledge of word-processing, spreadsheet, and database applications. CRM software experience a plus.
- Ability to follow-up with leads, identify opportunities, and work closely with the local support industry
- Interest in pursuing advanced meeting industry accreditation and training.
- Must possess a valid driver's license.
- Enthusiasm for Laramie County with knowledge of benefits of the resources within the county.

Salary and Benefits

- Full-time. Salary commensurate with education and experience.
- Health and dental insurance. Vacation and sick leave.
- Simple IRA retirement plan with employer match.

Qualified candidates should submit a cover letter and resume with salary history to Jim Walter at jim@cheyenne.org by August 10, 2018 at 5:00 pm.

7/2018