

## **Visit Howard County**

### **Job Title: Sales & Membership Director**

### **Reports to: Executive Director**

#### **Summary**

Establishes and implements strategies and tactics to achieve group sales and membership goals. This position will be responsible for selling Howard County as a destination for conventions, meetings, group and sports events. This position will prospect qualified leads, perform sales calls, and convert leads to bookings. This position is also responsible for maintaining, servicing, attracting and retaining members.

#### **Qualifications**

Ability to work independently, exercise good judgment in making decision.

Ability to organize, monitor and execute multiple projects for internal and external customers.

Ability to meet deadlines and execute projects on time.

3-5 years' sales experience, CVB and / or Hotel Sales experience preferred.

#### **Duties and Responsibilities**

##### **Sales**

- Develop and implement sales plan for convention, meeting and sports groups.
- Manage group sales effort on a day-to-day basis; ensures that group sales strategies achieve goals.
- Identify and prioritize leads that maximize revenue for the community and member businesses.
- Connect groups to member hotels and meeting spaces via leads;
- Manage tracking of sales efforts.
- Foster and maintain a positive relationship with members and industry partners in the region.
- Communicate and hold regular sales meetings with member hotels and meeting spaces.
- Oversee regular e-newsletter to current and potential accounts.
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- Perform other tasks as assigned.

##### **Membership**

- Maintain records of our members.
- Onboard new members.
- Update / create member solicitation / sales packet
- Update Membership Directory / Database as new partners are recruited.
- Manage annual renewal process for all members.
- Ensure that members are equitably and appropriately promoted in VHC literature and information dissemination.
- Regularly communicate co-op marketing, advertising, networking and educational opportunities to partners
- Oversee monthly e-newsletter to members
- Plan and implement periodic educational events for members.
- Represent VHC at various community events and serve on committees as assigned.

**Job Requirements**

- Ability to design and implement a path needed to achieve goals from the big-picture to small actions.
- Computer literacy in customer relationship management (CRM) and office software.
- Ability to travel regionally and nationally.
- Ability to act autonomously and meet goals.
- Ability to express ideas clearly and effectively, both orally and in writing.
- Ability to work on a cooperative, courteous and effective basis.
- Ability to move up to 30lbs.
- Ability to set up trade show booth and pop-up tent.
- Other abilities may be necessary in the performance of this job.

The position is benefited exempt, at-least 40 hours per week. This position may involve travel, additional hours and weekend or holiday work. Visit Howard County offers competitive benefits and friendly, fast-paced work environment.

**Visit Howard County is an Equal Opportunity Employer.**