

MONTEREY
Monterey County Convention
& Visitors Bureau

Job Title: Regional Sales Executive
Reports To: Vice President of Sales
Department: Group Sales and Services
Job Status, Classification: Regular Full-time, Exempt

JOIN OUR TEAM

The Monterey County Convention & Visitors Bureau (MCCVB) is the destination marketing organization for Monterey County, including the cities and areas of Monterey, Carmel-by-the-Sea, Carmel Valley, Pacific Grove, Seaside, Sand City, Marina, Salinas, Moss Landing, Salinas Valley and Del Rey Oaks, as well as world renowned assets like the Monterey Bay Aquarium, the epic Big Sur coastline, Monterey wine country and iconic Pebble Beach. Our vision is to inspire the world to experience our extraordinary destination and our mission is to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community.

We are looking for dynamic individuals to join our team of passionate Monterey ambassadors. We work together with our community stakeholders on strategy and vision with integrity, accountability and leadership to reach our stated goals.

Position Summary

The Regional Sales Executive (RSE) is responsible for working with meeting planners to generate new business opportunities for conferences and meetings in Monterey County. This position will develop and implement plans for sales initiatives that support the mission of the MCCVB.

The RSE is held accountable to generate qualified sales leads and to convert leads to definite bookings. This position will develop and implement plans for sales initiatives in order to support the mission of the MCCVB, and report the results of sales activities from the assigned markets. The assigned territory focuses on the Northeastern/Metro DC market in the United States, to include the following states: Washington DC, Virginia, Maryland, New York, New Jersey, Connecticut, Massachusetts, Pennsylvania, Rhode Island, Delaware, West Virginia, Maine, Vermont and New Hampshire.

This position will operate from a remote office in one of the territory states listed above.

Functions and Responsibilities

- Develops and execute strategic territory and market segment plans to achieve sales goals
- Develops and manages annual initiative budgets in accordance with MCCVB policies
- Promotes Monterey County as a premier meeting and conference destination
- Generates conference center and hotel bookings from association, corporate and incentive clients based within the assigned territory, via personal sales calls,

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electronic and telephone solicitation, tradeshow / industry event participation and client events.

- Laisses with hospitality partners on sales leads distributed
- Develops, manages, and retains a client base within the assigned territory
- Solicits, coordinates and prepares comprehensive hotel and conference center bid packages; organizes venue responses for meeting planners' consideration
- Coordinates site tours and or familiarization programs for meeting planners, and other decision makers, showcasing facilities and attractions in the destination
- Makes written and or personal presentations to meeting planners, boards of directors, convention delegates or site selection committees in order to secure the business for Monterey County
- Analyzes tradeshow values to determine best return on MCCVB financial investment
- Maintains research on competing cities regarding their marketing and sales strategies
- Researches and suggests new market trends and strategies which identify business opportunities
- Promotes positive relations with partners, vendors and distributors
- Contributes to our safe, positive and healthy work culture and environment.

Other Duties

Please note this job description does not cover or contain all activities, duties or responsibilities that are required of the team member for this job. Duties, responsibilities and activities may change at any time with or without notice at the discretion of the supervisor.

Reasonable accommodations may be made to enable individuals with disabilities to perform the functions and responsibilities.

Competencies and Expectations

- Demonstrated success in strategic sales program planning and execution
- Superior oral and written communication and presentation skills
- Ability to simultaneously manage several sales projects during the same timeframe
- Proficient in the use of computers with excellent knowledge of Microsoft Word, Outlook, PowerPoint, Excel
- Ability to recognize and maintain confidentiality of information.
- Ability to work under pressure and maintain professionalism
- Maintain an excellent attendance record

Desired Education and or Experience

- Minimum of 3 years' experience in DMO or hospitality/hotel sales
- Experience in strategic sales program planning and execution
- Vast knowledge of the group meetings market

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Preferred Education and or Experience

- Relevant degree, CMP or equivalent industry certification/designation
- Experience and established client base in Association, Corporate and Incentive Markets
- Proficiency using a CRM or similar database system
- Prior CVB or other non-profit experience
- Working knowledge of Monterey County meetings facilities, venues and hotels.

Additional Eligibility Qualifications

None required for this position.

Supervisory Responsibility

This position has no supervisory responsibility.

Work Environment

This job operates partly in a home based clerical office setting. This role routinely uses standard office equipment such as a computer, phone, copier, and other home office equipment. The position includes frequent traveling to trade shows, industry events and other sales activities and locations where the environment may vary.

Physical Demands

This is partly a sedentary role; some filing and moving around within the home office is expected. This role requires the ability to lift and carry items up to 50 pounds, open filing cabinets and bending or standing frequently as necessary. The position includes frequent traveling by car and plane; extended periods of standing or sitting are expected.

Position Type/Expected Hours of Work

This is a full-time position. Days and hours of regularly scheduled work are Monday through Friday, 8:30 a.m. to 5 p.m. PST. Evening and frequent weekend work is expected including travel time for sales activities.

Travel Expectation

It is expected that the person in this role will travel outside of Monterey County at least 50%.

Annual compensation range is \$80,000 to \$96,000 inclusive of potential incentive. MCCVB offers full-time team members a comprehensive benefits package include a matching 401k plan and shared medical, dental, vision and life insurance. Additional benefits include 10 days PTO (accrued) and 11 Paid Holiday Days.

Please submit a Cover Letter and your Resume to HR@seemonterey.com