



**VISIT HUNTINGTON BEACH
GROUP SALES -REGIONAL SALES EXECUTIVE- POSITION DESCRIPTION**

POSITION TITLE: **REGIONAL SALES EXECUTIVE**
CLASSIFICATION: Full Time
STATUS: Exempt
REPORTS TO: Executive Vice President of Sales and Administration
LAST REVISED: May 8, 2017

Nature of Work

The Regional Sales Executive position is primarily responsible for generating Group Sales of Huntington Beach hotels and resorts to the meetings market and/or defined region of deployment. This includes generating qualified group leads, tracking clients, organizing the Destination Marketing Organization's (DMO) presence at trade shows and receptions, and escorting on-site tours of the city. All aspects of the group sales process from generation to closing the sale is executed by the Regional Sales Executive.

Duties and Responsibilities

1. Proactively solicits group sales in the corporate, association and primary markets.
2. Produces group business leads for Huntington Beach and maintains follow-up contact with clients. This is accomplished through both servicing calls that come to the DMO and through soliciting new business through telemarketing, e-marketing, sales calls, direct mail, newsletters, and trade shows and events.
3. Assists the Vice President of Sales & Marketing in producing Sales Department reports, including monthly lead reports, the bureau's annual report, and marketing plan.
4. Constant and regular interaction with Huntington Beach hotel and resort sales departments creating regular updates on leads, bookings and newly developed meeting planner relationships.
5. Manages all arrangements and escorts meeting planners on site inspection trips and FAM tours of Huntington Beach to familiarize them with hotels, restaurants, attractions, and services.
6. Organizes sales trips to local, regional and key feeder markets, as well as participation in meeting trade receptions and trade shows.
7. Manages *Simpleview* customer relationship management database for group sales contacts, leads, bookings, lost business and promotional updates.
8. Assists in the development of group marketing initiatives in collaboration with the EVP of Sales.
9. Ability to produce high sales results while exceeding quarterly and yearly goals.
10. All other duties as assigned by the Executive Vice President of Sales.



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11. Fiscal responsibility of VHB funds spent on group sales travel and initiatives as it pertains to the Regional Sales Executive's market and territory.
12. Return on Investment (ROI) expectations for each trade show/sales mission attended and with territory Group Sales markets provided to EVP once a month.

Knowledge, Skills and Requirements

- BA/BS with an emphasis in hotel management, business, or communications (or equivalent in directly related work experience with a DMO) preferred.
- Previous experience in a sales or sales support position in a hotel sales, chamber of commerce, CVB or destination management company.
- Strong organization and time management skills; demonstrated ability to manage multiple projects successfully with minimum supervision.
- Exceptional oral presentation skills, written and verbal communication skills.
- High attention to detail, accurate documentation, and follow-through.
- Ability to be tactful and courteous and display appropriate public image when representing VHB.
- Knowledge and familiarity of Huntington Beach and Orange County a plus.
- Strong writing, editing, researching, and fact-checking skills.
- Computer proficient in Microsoft Office suite of products, Internet, CVENT or similar database programs.
- Ability to travel independently to domestic destinations via commercial airlines or some International destinations.
- Must have use of vehicle for use while on DMO business.
- Must be free to travel as needed to carry out DMO goals.
- Work hours vary and may require evening and weekends.
- Flexibility of working in an environment of culturally diverse co-workers.

Abilities

Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.

Oral Expression — The ability to communicate information and ideas in speaking so others will understand.

Speech Clarity — The ability to speak clearly so others can understand you.



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Written Expression — The ability to communicate information and ideas in writing so others will understand.

Problem Sensitivity — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

Speech Recognition — The ability to identify and understand the speech of another person.

Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.

Fluency of Ideas — The ability to come up with several ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).

Written Comprehension — The ability to read and understand information and ideas presented in writing.

Originality — The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.

Visit Huntington Beach is an equal opportunity employer and does not discriminate against otherwise qualified applicants on the basis of race, color, creed, religion, ancestry, age, gender, gender identity, sexual orientation, marital status, national origin, disability, handicap, veteran status or any other category protected by law.

Visit Huntington Beach is the official destination marketing organization (DMO) promoting Huntington Beach – Surf City USA as the premier California beach destination to maximize overnight visitor spending, destination development and quality of life for all residents. Its programs include media relations, marketing, advertising, group and travel trade sales, publications, information services as well as the Huntington Beach Film Commission and Sports Commission.
