



City of Irving Job Description

CVB Sales Manager

FLSA Status:	EXEMPT	Job Department:	Irving Convention & Visitors Bureau (ICVB)
Job Code:	7411	Reports To (Job Title):	Assistant Executive Director - Sales & Services

PURPOSE

Under limited direction and supervision, performs sales and promotional efforts designed to generate and develop revenue and economic impact to our Irving hotels, meeting facilities, Irving Convention Center, attractions, festivals and special events. To promote Irving as a destination to regional, national, and international marketplaces; Implement sales, promotional plans and strategies to solicit various groups, organizations, corporations, associations, military, education, religious, fraternal, government, sports, entertainment and travel/tourism through written and verbal methods; And, solicit, develop, manage and retain new and current business for Irving Hotels, Irving Convention Center at Las Colinas and Irving venues.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Identify and manage accounts and achieve sales goals by working with meeting and event planners, travel managers, national organizing bodies, procurement managers, training managers, and third-party companies, both locally and nationally in targeted markets.
- Implement strategies and initiatives to generate future new business for hotels, Irving Convention Center and other Irving area venues; Educate and promote the city of Irving as a meeting destination to potential clients; Continue to develop and maintain relationships with Irving hoteliers, Irving Convention Center managers and Irving venues.
- Develop and maintain the budget for market specific industry tradeshow, fairs and special events. (Most tradeshow, sales calls and special events require business travel.)
- Achieve individual sales goals for the fiscal year.
- Achieve individual room night quota by targeting market-specific meetings and events for Irving hotels, Convention center and venues through direct sales, associated activities and events.
- Develop comprehensive action plans to accomplish objectives of the ICVB; update as needed according to market changes or other dynamics.
- Serve as a liaison between clients, Irving hotels, Irving Convention Center (and other area venues). Submit requests for proposals representing the client's interests; Follow up with timely communication to clients, partners, team and management in order to secure the business.
- Process and prepare Business Review for Irving Convention Center, sales/management and Irving CVB to qualify potential business for the Irving Convention Center. (Business Review includes room night productivity, convention center pricing, concessions and other sources of revenue.)

- Prepare complete proposal for client, coordinating and detailing convention center pricing, Irving hotels guestroom availability/pricing/commitment and any additional costs to client in conjunction with meeting (off-site venues, transportation, hotel rebates and incentive offers).
- Maintain records and reports; Develop leads, correspondence, and follow up through coordinated marketing efforts offered by the Irving CVB.

OTHER DUTIES AND RESPONSIBILITIES

- Organize and execute familiarization tours, client events and tradeshow in assigned market.
- Organize and schedule individual appointments on sales missions.
- Travel for sales calls, industry tradeshow and membership organizations required throughout the year.
- Perform sales prospecting, client development, lead production and maintenance of CRM; Process and follow-up on other resourced leads (i.e., third-party leads).
- Participate and generate new business lead opportunities through industry events/tradeshow, sales calls and networking.
- Interact daily with Irving hotels and Irving Convention Center to follow-up on status of Irving CVB leads; Keep current on area venues and vendors (i.e., restaurants, transportation, etc.)
- Continue market-specific professional development through industry certification programs.
- Coordinate and conduct site inspections at Irving hotels, Irving Convention Center and Irving venues for prospective clients specifically, tailored to the needs of each organization.
- Communicate on an ongoing basis with client, hotels, convention center and other Irving venues to secure and close the business.
- Actively represent Irving in regional sales cooperatives/initiatives, both formally and informally.
- Prospect for potential customers and events through industry-specific resources; follow-up with direct contact to determine client interest.
- Work closely with Irving hotels, Irving Convention Center and Irving venues to educate them on market-specific priorities and needs.
- Effectively manage individual travel budget and report all expenses in a timely and accurate manner within Irving CVB policy guidelines.
- Represent Irving through active involvement in industry organizations (locally and out-of-market) at a leadership level. Work closely with internal departments to deliver client-specific needs per event, including volunteer coordination, sponsor prospect recommendations and other market specific needs.
- Adhere to auditing procedures in contract preparation communication and management to confirm definite business and/or business development incentives.
- Develop and maintain individual accounts and specific venue databases through CRM system.
- Attend client prospect events to educate and promote Irving as a destination for meetings and events at Irving hotels and/or Irving Convention Center.
- Travel to industry tradeshow, educational functions and sales trips to promote Irving as a destination; to market-specific prospects and clients. Post tradeshow/appointments and follow-up through multiple marketing resources.
- Develop and maintain annual budget for travel, tradeshow, familiarization tours, sales travel/missions/blitzes, client events, etc.
- Provide account updates, trip reports and sales activity reports to upper management on a regular basis.

SUPERVISORY RESPONSIBILITIES

Functional and Technical Supervision - Regular responsibility for giving direction and guidance to employees as a lead worker, project manager or internal advisor. As an ongoing part of the position, the employee can expect to supervise approximately 1 employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Developing, administering and coordinating budget for market-specific travel, tradeshow and entertainment while adhering to approved budget and processing expense reports in a timely manner.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Equivalent to a bachelor's degree in a related field of study is required.
- A concentration in sales and marketing management, event management, and/or hotel/tourism/hospitality would be beneficial.

EXPERIENCE

- At least five (5) years of hospitality industry sales experience.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, valid, state-issued driver's license, or ability to obtain upon hire, is required.
- Industry specific certifications – CHSE, CASE are *preferred*.

KNOWLEDGE OF

- Sales and Marketing: Principles, processes, methods, and practices involved in showing, promoting, and selling services and locations.
- Client Cultivation / Account Management: Methods and techniques to assess client/prospect viability and determine appropriate resource necessary to develop relationship and secure client's business.
- Hospitality industry, its priorities, operating protocols, trends, and issues, especially within the hotel/convention center portion of the industry.
- Irving CVB and City missions, strategic plans, goals and objectives, as well as pertinent federal, state and local laws, codes and regulations.
- Stakeholder Value Maximization: Methods to effectively evaluate total revenue opportunities for business prospects and identify best booking for City, hotels, and the Irving Convention Center (ICC).
- Strategic Event Collaboration: Principles and methods to effectively partner with other organizations (e.g., other area CVBs, clients, etc.) to jointly host industry events and activities.
- Prospect Research: Techniques to become and/or remain informed, particularly by effectively using online resources, of a prospects viability and consumer interests.

- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the City; particularly, the Microsoft Office Suite and Adobe DC.
- Industry Software: Sufficient familiarity with technology to use a variety of specialized industry software programs, such as Simpleview and Client Relationship Management (CRM) software.

SKILLS AND ABILITIES IN

- Budget Management: Developing plans and budgets; comparing them against actual activity.
- Complex Problem-Solving: Identifying problems and reviewing related information to develop and evaluate options and implement solutions. This includes identifying customer needs and proposing solutions that can benefit both client and other stakeholders, including the City.
- Sales Event Coordination: Leading, coordinating and participating in cooperative sales efforts, such as trade missions, blitzes, tradeshow events, etc.
- Written and Oral Expression: Communicating information and ideas in writing, as well as through speech, so others will understand, utilizing a variety of forums and formats.
- Negotiation: Bringing others together to reconcile differences.
- Interactive Presentation: Effectively presenting information to groups and responding to questions.
- Service-Oriented Multi-Tasking: Effectively working to complete multiple tasks simultaneously while prioritizing the fulfillment of customer needs within a fast-paced industry.
- Cooperation: Establishing and maintaining positive working relationships with those contacted in the course of work. This includes working with event / meeting / convention organizers, both professional and volunteer, to deliver successful and responsible event outcomes.
- Stakeholder Coordination: Communicating and aligning clients' requirements in conjunction with Irving Convention Center at Las Colinas management staff.

GUIDANCE RECEIVED

Priorities and Policies

Organizational priorities and policies, along with professional standards and best practices, guide decisions and direction or advice given to others. Typically makes recommendations to superiors after considering various alternatives. Proactively addresses needed changes to policies, methods and procedures and obtains approval.

CONTACTS

Internally, this position interacts daily with both Irving CVB and Irving Convention Center staff on all levels. Externally, this position communicates daily with hotel sales managers, clients and hospitality industry members, while occasionally interacting with elected officials and members of the community at large.

EQUIPMENT AND PROPERTY

This position utilizes as computer, tablet, smartphone, scanner, printer, copier, office phone, office machinery, and/or a vehicle.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

A complete range of movement/activity is required in the position including but not limited to: balancing, carrying, climbing, crawling, grasping/handling/feeling, kneeling, lifting (up to 25 lbs.), listening, pulling or pushing, reaching, running, seeing, sitting, standing, stooping, talking, walking, etc. Additionally, driving or riding in a vehicle, and flying in an airplane may be required.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

The typical work environment is an environmentally-controlled business office with weekday hours in the range of 7 a.m. to 7 p.m., with the potential for earlier mornings, later evenings and weekends. There are occasions when, in order to perform your job, you may have to work in a confining space, dirty environment, extreme temperatures or weather conditions, air contamination (strong odors, smoke, etc.), improper illumination, noise, etc.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.