



City of Irving Job Description

CVB Assistant Executive Director

- Sales & Services

FLSA Status:	EXEMPT	Job Department:	Irving Convention & Visitors Bureau (ICVB)
Job Code:	11051	Reports To (Job Title):	CVB Executive Director

PURPOSE

To research, develop, create and implement the planning, direction and review of all sales activities, including management of the Group Sales, Sports Specialty Market, long-term Convention Center Sales, Customer Services and external contractors for telemarketing, outer-market representation, and reader board surveys. This position serves as the key liaison to bureau customers and hospitality industry partners, including hotels, retailers, attractions, restaurants, transportation companies, audio visual companies as well as other community partners. This position may have certain direct sales responsibilities as well, for specific targeted market segments, and works in tandem with Convention Center Sales Management to target and meet mutual sales goals. This position is responsible for coordinating and submitting Event Trust Fund applications to the Governor's State Tourism office. This position serves as the key liaison for high profile industry partnerships such as Dallas/Fort Worth Trade Show Co-Op, State of Texas Tradeshow Co-Op, the Governor's State Tourism Department, ASAE, PCMA etc, while providing highly complex and responsible support to the Executive Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES

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

- Develop, implement and oversee quotas, goals and objectives for the Group Sales, Customer Services and Housing staffs, as well as those of independent contractors.
- Develop, plan, implement and oversee annual plan that targets the ICVB's objectives, while meeting the primary needs of the Irving hotel community.
- Direct, assign, develop, supervise and monitor all work and strategies of the Group Sales, Customer Services and Housing staffs, as well as those of independent contractors.
- Develop, plan, implement and oversee the agency budget; Direct and forecast funds needed for staffing, equipment, materials, travel, and supplies; Monitor and approve expenditures related to the Sales and Services department and implement adjustments as necessary.
- Actively participate in a variety of professional, industry and civic organizations and activities as a Bureau representative and as a means of professional development.
- Plan, evaluate and fulfill training and development needs of staff; Work with employees to develop skills; Identify candidates for employment; implement discipline procedures as necessary.
- Solicit business for hotel community/industry partners, adapting to dramatic shifts in inventory, etc.; Research, evaluate and interpret local market data as necessary to determine trends, market changes and adjustments, etc.
- Identify, evaluate and travel to represent the Bureau and Convention Center at trade shows, industry meetings, events, etc.
- Direct Sales responsibilities for targeted, select highly specific market segments.
- Review, evaluate and develop appropriate methodology for trending issues relative to Lost Business.

- Review and utilize resources from trend analysis projections to make adjustments as needed in order to achieve annual room night sales goals for both the CVB and the Convention Center.
- Work with CVB Technology Director to establish and oversee CRM-system standards and protocols, and assure their adherence.
- Work with CVB Technology Director to train ICVB and ICC staff as well as hoteliers on CRM and lead response system.
- Develop and provide training opportunities to Irving hospitality partners, including hotels, on various issues such as service, market trends, niche markets etc.
- Develop, direct, coordinate and oversee sales and services training with the Convention Center and CVB sales and services staff.
- Develop, plan and oversee significant industry partnerships, such as the Dallas/Fort Worth tradeshow co-op, ASAE Partnership and others in cooperation with Marketing Division as those resources may be needed.
- Develop, implement and oversee system for working with hotel partners on individualized "Business Reviews" levels to ensure Bureau-leads receive top attention and priority.
- Develop, review and evaluate sales audit processes to ensure accurate reporting of sales goals and achievements.
- Work in conjunction with the Convention Center staff to develop a departmental marketing plan, including collateral needs and travel schedule to support key destination-wide objectives.
- Conduct quarterly meetings with all hospitality industry to provide networking and educational opportunities with senior level hotel staff.
- Budget plan and oversee various customer familiarization trips for visits to experience and sell Irving in the best possible light.
- Identify, develop and oversee potential partnership opportunities that allow the Irving CVB to stretch its resources and develop new client opportunities.
- Work with convention center customers, hotels, restaurants, attractions and sports packaging companies to develop consumer targeted package opportunities for Irving.
- Develop and complete all application processes, economic impact reports, post reports and local financial match associated with Texas Events Trust Fund.
- Serve as liaison to Board of Directors Destination Development Committee of the ICVB.
- Implement the goals, objectives and directives of the ED and the policies of the ICVB Board of Directors.
- Provide oversight of office operations in the absence of the Executive Director.
- Monitor and approve all expense reports for Sales and Services division.
- Interview, hire, monitor, and evaluate direct reports including CVB Sales Managers, CVB Senior Convention Services Manager, CVB Convention Services Manager, and CVB Sales & Services Coordinator; Provide training, working with direct reports on performance management issues and implementing discipline as required.
- Contribute to the ongoing Continuity of Operations Plan.
- Research, plan and implement new programs, policies and methods to ensure efficient and effective operations of sales & services department. Research and identify best practices and improve internal systems working with Irving Convention Center staff as well as the ICVB Marketing, Finance and IT departments to develop internal systems that provide the organization with accurate and efficient information and enable strategic budgeting.
- Analyze monthly data from various industry sources watching for industry and community trends.
- Take responsibility for accurately reporting information regarding leads and bookings for the purpose of the sales incentive compensation program. Note: Information is audited quarterly and annually. Any audit questions or discrepancies are fielded through the Assistant Executive Director-Sales, corrected, documented and then forwarded to the Executive Director for final approval.

OTHER DUTIES AND RESPONSIBILITIES

- Serve as an ICVB representative on specific industry and ICVB Committee boards.
- Provide ICVB Executive Director and Board of Directors monthly sales and services reports outlining bookings, lost business trends, departmental travel and activities as well as customer satisfaction scores.
- Provide ongoing supervision, guidance and motivation to a marketing and communications staff of varied skill level and industry knowledge.
- Perform related duties as assigned.

SUPERVISORY RESPONSIBILITIES

Organizational Supervision - Applies to full personnel management responsibilities including selection, discipline, grievances and formal performance evaluations for a position's direct reports plus all employees reporting up through subordinates, which will include approximately 25-35 employees.

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 5-10 employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Develops, administers, monitors and coordinates budget for sales and services division totaling \$2 - \$3 million dollar.

QUALIFICATIONS:

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

EDUCATION

- Equivalent to a Bachelor's Degree from an accredited four-year institution.
- Major concentration not necessarily required, although coursework in sales and marketing management and hospitality would be preferred

EXPERIENCE

- Ten (10) of increasingly responsible industry sales management; with five (5) years of supervisory experience and five (5) years working with a Board of Directors.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, state-issued driver's license is required.
- CHME, CHSE, CDME certifications are preferred.

KNOWLEDGE OF

- Administration and Management: Principles and processes involved in business and organizational planning, coordination, and execution. This includes strategic planning, resource allocation, manpower modeling, leadership techniques, and production methods.
- Sales and Marketing Management: Modern and complex principles and methods involved in showing, advertising/promoting, market segment research, and selling services and locations; Promotional program management, development, and administration.
- Industry & Developments: All facets of destination management and marketing, sales, and operations, in addition to the travel and tourism industry, to include hotels, customers, industry partners, etc. Also, new trends, issues, and innovations in travel, tourism, and destination management, as well as, in sales and services.
- Hospitality Best Practices: Understanding hotel business reviews and hotel revenue/yield management practices to ensure Bureau leads receive top attention and priority with partner hotels and thus generate additional definite room night bookings.
- Contract Management: Methods for administering and managing contracts, understanding the terms and conditions of contracts, and payment thereof.
- Personnel and Human Resources (HR): Policies and practices involved in personnel/HR functions, including selection, supervision, training, performance evaluations, and discipline.
- Communications: Techniques and methods of communication, including alternative ways to inform and entertain via written, oral, and visual media.
- English Language: The structure and content of the English language, including the meaning of words and grammar.
- Destination Management Dynamics: Comprehensive grasp of pre-opening, opening, and post-opening phases of significant industry product, such as a large convention center, hotel, meeting facilities, or other similar venues; also, large group transportation logistics.
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the City; particularly, the MS Office Suite, and Adobe DC.
- Industry Software / Systems: Sufficient familiarity with technology to use a variety of specialized industry software programs, such as SimpleView and Client Relationship Management (CRM) software. Further, understanding of hotel housing and reservation systems in order to manage group room blocks required for convention bookings.

SKILLS AND ABILITIES IN

- Business Acumen: Understanding how all aspects of the business are managed to collaborate effectively with others.
- Effective Supervision: Producing decided, decisive, and/or desired effect in the actions of those under one's direction.
- Judgment and decision making: Weighing the relative costs / benefits of a potential action.
- Organizational development: Analyzing operational needs, as well as staff performance, skills, and potential, and recommending structural innovations (including position modifications) to optimize overall productivity.
- Personnel management: Motivating, developing, and directing people as they work so as to produce desired effect in the actions of those under one's direction, identifying the best people for the job and delegating tasks appropriately and optimally.
- Public/Private Versatility: Accommodating and servicing private sector requirements within a governmental operating structure.
- Management of Material Resources: Obtaining and seeing to the appropriate use of equipment, facilities, and materials needed to do certain work.

- Strategic Planning & Research: Informed by experience, developing and implementing strategic plans, outcomes measurement, and evaluation. This includes performing data analysis, as well as summarizing, interpreting results/findings, and making presentations.
- Budget Management: Developing plans and budgets; comparing them against actual activity.
- Complex problem solving: Analyzing problems, identify alternative solutions, project consequences and implement recommendations in support of agency goals.
- Systems Analysis: Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.
- System Evaluation: Identifying measures or indicators of system performance and the actions needed to improve or correct performance relative to the goals of the system.
- Team Leadership: Partnering with a dynamic leadership team, and a staff of wide-ranging responsibilities and dynamics.
- Written and Oral Expression: Communicating information and ideas in writing, as well as through speech, clearly and concisely, so others will understand.
- High-Level Cooperation: Establishing and maintaining positive working relationships among various levels of people contacted in the course of work, from administrative assistants to top executives.
- Strategic Sales: Using detailed sales analysis and review and Content Relationship Management (CRM) systems, and developing and implementing successful sales and customer service programming in a wide variety of marketing segments and target markets.
- Reporting: Researching, analyzing, and compiling data and preparing concise documents.
- Collaboration: Working in partnership with a separate Marketing division.
- Deductive reasoning: Applying general rules to specific problems to come up with logical answers. This involves deciding if an answer makes sense or provides a logical explanation for why a series of seemingly unrelated events occur together.
- Training & Direction: Effectively guiding and critiquing adult learners.
- Inductive Reasoning: Combining separate pieces of information or specific answers to problems to form general rules or conclusions. This includes coming up with a logical explanation for why a series of seemingly unrelated events occur together.
- Multi-tasking: Working with a variety of software packages, tasks and projects simultaneously.
- Flexible Coordination: Adjusting actions in relation to those of others; adapting to changing work roles.
- Adaptability: Creatively adapting to a rapidly changing work environment, while also driving toward clarity and solutions.
- Oral Comprehension: Listening to and understanding information and ideas presented through spoken words.
- Reading Comprehension: Reading and understanding information and ideas presented in writing.

GUIDANCE RECEIVED

Departmental Goals and Priorities

Makes decisions that are guided by overall Departmental goals, priorities and policies. Job requires interpreting goals and priorities into action steps and delegating responsibility for completion; applies broad latitude in regard to methods and approaches but must obtain approval for actions that have policy, service or cost implications.

CONTACTS

Internally, this position has daily interaction with ICVB and ICC staff on all levels, as well as, frequent communication with other City staff, including department heads, city attorneys, city manager. Externally, it engages daily with hospitality industry members, corporate meeting planners, association executives, tradeshow executives. Occasionally, it has communication with Irving citizens at various functions and events, the ICVB Board of Directors, Council members, and the Mayor.

EQUIPMENT AND PROPERTY

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