

City of Santa Fe, New Mexico

P.O. Box 909, 200 Lincoln Ave
(505) 955-6597 Fax (505) 955-6810

www.santafenm.gov



POSITION TITLE CVB Director of Sales (2422)
DEPARTMENT Tourism
PERIOD TO APPLY: 3/16/2018-4/16/2018
SUPERVISOR: Director Tourism Santa Fe

SALARY RANGE: \$28,531-50,655 (O)
FLSA/UNION STATUS: Exempt/Nonunion
POSITION STATUS: Exempt/Full-Time
LOCATION: Convention Center

GENERAL DESCRIPTION

The CVB Director of Sales directs all sales efforts by strategizing and directing effective market penetration and the creation of new markets.

SUPERVISION RECEIVED

Works under the general direction of the Executive Director TOURISM Santa Fe.

SUPERVISION EXERCISED

Provides general supervision and general direction to Sales Managers and Sales Assistants as well as Convention Services staff.

NATURE OF WORK

ESSENTIAL FUNCTIONS: *The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.*

Plans, organizes and directs the work and supervises sales staff. Mentors and trains sales team in order to enhance productivity and sales efforts.

Develops, writes and edits the Strategic CVB plan/program in conjunction with the Executive Director and Director of Marketing to ensure a strategic approach that is consistent with mission, vision and stakeholder needs.

Responsible for creation of Annual Sales Plan that includes, among other things, strategies for all sales endeavors, promotional activities and action plans. The Annual Sales Plan also will address community wide needs in markets to include: Citywide Meetings, Association, SMERF and both small and large meetings. Establish and use productivity goals and target market segments for attracting both Community Convention Center bookings, as well as, overall city meetings and events must be incorporating same into the plan.

Guides the creation of sales collateral; solicitation of conventions and meetings for all market segments; closes contracts in a timely manner and in accordance with established booking guidelines.

Assigns Sales Managers attendance at trade shows, blitzes and makes in person presentations. Plans and escorts site inspections, plans and enacts sales blitzes and familiarization tours. Establish sales team territory assignments.

Implementation of marketing and solicitation programs and oversees function book and contracts for the convention center. Strategic action items for both center and non-center focused sales around need dates in the city, must be a focus of these efforts.

Responsible for all Sales reporting in weekly, monthly, quarterly and annual report forms as well as reporting in oral and written form to industry partners, committees and government as directed. Provide feedback to Executive Director, Sales Managers and industry partners on productivity, changing market conditions, trends, competitive set, etc.

Develop and implement familiarization tours and sales and marketing blitzes targeting consumers, tour operators, travel planners, wholesalers, group meeting planners, local and national press while creating and overseeing databases for these market segments.

Prepares budget and allocates resources.

Advises on group sales advertising programs and media schedules. Interfaces regularly with peer group through scheduled Directors of Sales Meetings, Sales and Marketing Meetings and *ad hoc* gatherings.

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MINIMUM QUALIFICATIONS

EDUCATION AND EXPERIENCE

Bachelor's Degree in business administration, marketing, public relations, economics or related field; two (2) years of experience in hospitality related sales (including, but not limited to, hotel sales, catering sales and/or national meeting sales); and, two (2) years of supervisory experience. An additional four (4) years of experience in hospitality related sales may be substituted for the required Bachelor's Degree.

ADDITIONAL REQUIREMENTS

Must possess a valid driver's license and obtain a City of Santa Fe driving permit within three (3) months of hire.

Familiarity with a CRM system.

DMO Sales experience preferred.

Familiarity with Santa Fe preferred.

Familiarity with DMAI recommended performance measures.

KNOWLEDGE, SKILLS, AND ABILITIES

Considerable knowledge of computer applications, operations and peripheral equipment; sales/marketing; public relations; spelling, punctuation and grammar; basic arithmetic; filing, record keeping and standard office practice. Good knowledge of the principles and techniques of convention and tourist promotion; of public relations; of convention center or hotel/motel management; of the principles and application of supervisory techniques; of computer operations and software such as word processing and spreadsheets.

Considerable skill in effective communication; interpersonal relations; typing (35 w.p.m.); and prioritizing, organizing and handling several projects at a time.

Ability to plan, assign, direct, coordinate and review the work of others; to present information clearly and concisely, and orally and in writing; to establish effective working relationships with associates and the public.

PHYSICAL DEMANDS/WORK ENVIRONMENT

Work is performed in a typical office setting with typical climate controls. Business attire required. Tasks require a variety of physical activities such as walking, standing, stooping, sitting, reaching, not generally involving muscular strain. Job functions normally require talking, hearing and seeing. Common eye, hand, finger dexterity required for most essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Periodic travel and attendance at evening and weekend events is required. Requires the ability to lift up to 40 pounds.

ADA/EEO Compliance

The City of Santa Fe is an Equal Opportunity Employer. In compliance with the American's with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

VETERAN'S HIRING INITIATIVE

Pursuant to City of Santa Fe Resolution No. 2013-079, the City of Santa Fe Human Resources Department (HRD) has implemented a Veterans' Hiring Initiative policy in order to provide opportunities for veterans who meet or exceed the minimum qualifications for city employment to obtain City employment. The Governing Body does not guarantee that a veteran shall be hired for the position being applied for, only that the veteran will be given an interview; and, it does not intend to supersede or modify any collective bargaining agreement that is currently in place with the City of Santa Fe.

Job applicants who are veterans who have an honorable discharge from the military or are members of the National Guard or Reserve who have successfully completed basic training, must use the Veteran Certification Form to identify themselves and then must attach a copy of their DD214 or DD215 and/or their proof of current Active, Guard or Reserve enlistment in order to certify their status.