

## **Director of Sales (5.1.24)**

### **Reports to: President & CEO**

#### **Role Profile**

The Director of Sales leads group sales efforts in target markets traveling to the Champaign-Urbana area. This position oversees the recruitment and retention of meetings, conferences, agritourism, international leisure tourism, and other key markets with the goal to improve the quality of life in our community and develop economic growth through increased destination management efforts.

#### **Core Responsibilities & Duties**

- Collaborate internally with other personnel to develop and determine approach for annual sales plan, marketing strategy, billing procedures, and budget planning for areas of responsibility
- Generate, maintain and leverage key domestic and international relationships with partners such as tour operators, receptive tour operators, wholesalers, media, planners, and other key partners to showcase Experience Champaign-Urbana's viability in the international, agritourism, leisure group, and meeting market segments
- Utilize sales management system (iDSS); prepare ongoing sales tracking reports; identify sales goals, and oversee distribution of sales leads to all properties and venues
- Track and evaluate travel industry trends that impact future growth markets
- Recruit, develop, and attend client familiarization (FAM) tours
- Manage the development and coordination of sales leads, events for key markets and retain existing meetings, conventions, tours, and events in the Champaign-Urbana area
- Manage, build, and maintain strong working relationships with hotels/motels, attractions, and key industry partners; oversee the organization of conference partner sales missions
- Oversee vendors on bids, contracts, timelines, and execution of projects
- Maintain detailed knowledge about the Champaign-Urbana area communities and surroundings
- Maintain familiarity with competitive markets, facility features, trends, prices, and other key issues that impact the viability of selling the and its facilities to potential clients
- Perform other duties as required to support goals of ECU

#### **Supervisory Responsibilities**

- May hire, supervise, and evaluate sales team members, student interns, and part-time staff
- Responsible for mentorship and professional growth of direct reports
- Performs progress checks for direct reports, with focus on development of skills and capabilities

#### **Required Skills & Competencies**

- Excellent verbal, written, and interpersonal communication skills
- Minimum three years of sales experience
- Detailed knowledge of the greater Champaign County area
- Proficient in the use of Microsoft, Google applications, internet, and email
- Organizational and project management skills
- Innovation and creative problem-solving skills
- Hospitality experience is desired; position requires travel