

## **Full Job Description**

Sales Director, Events & Planning – Full-Time Employment  
Finney County Convention & Visitors Bureau

**Supervisor:** Convention & Visitors Bureau Executive Director

## **Summary**

The Finney County Convention and Visitors Bureau markets, recruits, enhances, and ensures the economic wellbeing of the leisure and hospitality dollar coming into Finney County. The role of the sales director is to develop an organized marketing and sales approach to effectively move prospects through the sales process collaborating with event planners and coordinators to tailor event packages that meet clients' specific needs and budget requirements. The Sales Director will report directly to the Executive Director and is responsible for recruiting new events and conferences in to our community. This person will also manage our marketing co-op grant program.

## **Responsibilities**

- Identifying opportunities and developing strategies to attract and secure conferences, sporting events, special events, small meetings and the overall leisure visitor.
- Comfortable in making sales pitches both verbally and written
- Travel to multiple event/sports conferences and tradeshow a year and represent Finney County/Garden City to attract future business
- Travel across the state of Kansas to attend collation meetings (Sports Kansas, Tour Kansas)
- Create and lead committees for awarded bids of sporting events and other events.
- Create agendas, secure committee members, run meetings, etc for these committees
- Prepare attractive RFPs and bids for events. Must be able to think outside the box
- Manage the Marketing Co-op Grant program
- Maintain the Marketing Co-op budget and the Recruitment budget
- Prepare monthly board reports for the Board of Directors and weekly reports for the Executive Director
- Responsible for writing news releases.
- Establish and maintain effective communication with convention and event planners and local tourism industry leaders.
- Work events as needed, some weekend and evening work will be required
- Keep track of multi-year calendar
- Work with community partners
- Arrange travel plans in a timely manner for tradeshow and conferences

## **Leadership**

- Participates in weekly management meetings, and monthly Board meetings.
- Good personal relations with other team members
- Logical and outside the box thinker
- Seeks and participates in professional development opportunities.

## **Benefits**

- Base salary based upon experience
- Medical, dental and vision coverage – 100% coverage
- Longevity bonus
- Paid holidays, PTO
- IRA match

## **Preferred Requirements**

- Hotel and CVB experience or Tourism experience
- Skills in direct sales, account management, sales presentations
- Knowledge of marketing
- Proficient in Microsoft Office software (Word, Excel, Outlook)
- Excellent verbal, written and presentation skills.
- Able to work in fast-paced environment with changing priorities and deadlines.
- Able to handle and work well under pressure
- Able to travel overnight.
- Willing and able to work evenings, weekends, holidays, based on client and office demands.
- Ability to work with the community
- Valid driver's license
- Professional appearance

## **Desirable Traits:**

- Self-motivated individual with the ability to lead projects as well as follow others' lead.
- Ability to multi-task.
- Ability to meet deadlines.
- Ability to tolerate interruptions to work-flow in order to respond to phones and visitors.
- Ability to work with little direction.
- Ability to work with team members as well as work independently.
- Ability to sit, stand, walk, stoop, pull or push and lift up to 50 pounds.
- Valid driver license required.
- Ability and willingness to travel - drive or fly to tradeshow and conferences as needed.
- Organized
- Ability to create and cultivate business relationships
- Possess a passion for community
- Possess strong communication skills

**The above is intended to describe the general content and variety of tasks associated with this position and expectations for the performance of this position. It is not to be construed as an exhaustive statement of responsibilities and duties.**