

JOB DESCRIPTION

ROLE: Convention Sales Manager

REPORTS TO: Director of Sales

DIRECT REPORTS: None

EMPLOYMENT STATUS: Full-Time Exempt

REVISED: Oct 18, 2022

ESSENTIAL FUNCTION

Represent the Peoria Area Convention and Visitors Bureau, or Discover Peoria, to convention and meeting planners. Increase the number of conventions and meetings held in the Peoria Area by actively marketing and selling it as a premiere convention destination.

RESPONSIBILITIES

- Actively pursue qualified conventions that yield a high number of hotel room nights and large numbers of attendees to be able to host in the region.
- Maintain a thorough knowledge of the Peoria area and provide staff updated information as changes occur regarding:
 - a. Peoria Civic Center
 - b. Hotels/motels
 - c. Private meeting/banquet facilities
 - d. Attractions
 - e. Recreational opportunities
 - f. Area events
 - g. Transportation
 - h. Seasonal climatic condition
- Ensure open communication and develop relationships with sales managers and staffs of area hotels, attractions, the Peoria Civic Center, and other hospitality partners
- Document sales activities by utilizing sales software
- Entice potential clients to travel to the Peoria Area to evaluate it as a potential location for their event and coordinate tours and activities for those "site visits"
- Serve as the host for site visits for clients, arranging for all tours, meals and lodging that showcases the region in an appealing manner for the convention or event.
- Fully understand the needs of the convention planners to assist with any obstacles that may arise
- Perform outside sales calls as directed and approved by Director of Sales
- Gather information necessary to submit formal bid proposals to potential clients by clearly communicating the clients' needs to Peoria Area hospitality partners, including the ability to think out of the box
- Serve as liaison between client and Peoria Area hospitality partners
- Regularly provide updated reports for DOS on sales activities and status of active accounts
- Meet and exceed annual performance goals and sales targets as defined by DOS
- Actively participate in appropriate industry conferences and trade shows as designated by DOS with the goal of establishing new business and maintaining existing clients
- Conduct research to ensure clients are a "good fit" for the Peoria Area; identify clients' past performance in other locations (i.e. room night pick up, conversion, etc.)
- Assist in developing and maintaining a positive image of the PACVB in the eyes of all individuals and organizations
- Undertake any additional tasks and responsibilities deemed necessary

**The Peoria Area Convention and Visitors Bureau is an equal opportunity employer.
We encourage all candidates of all backgrounds to apply.**

REQUIREMENTS

- Minimum of two years sales experience
- Understanding of hospitality/tourism industry
- Exhibit a passion for the region that is encouraging to meeting planners
- Willingness to travel and flexibility to work extensive hours and be accessible to clients while off-duty, including weekends
- Have a team player mentality
- Ability to exercise judgment and diplomacy in a wide variety of public contact situations, both internally and externally
- Possess a valid driver's license
- Strong professional appearance and demeanor
- High attention to detail
- Proficient skills in Google Workspace
- Excellent organizational skills and ability to multitask on regular basis
- Excellent verbal and written communication skills
- The ability to sit and/or stand for extended periods of time
- The ability to comfortably walk, climb flights of stairs, bend and reach as needed
- The ability to complete repetitive motions and/or engage in computer/keyboard usage for extended periods of time
- From time-to-time will be required to lift, move and organize boxes, cartons, packages and other materials weighing approximately 20 - 40 pounds

HOW TO APPLY

Resumes should be emailed to employment@peoria.org or delivered in person at 456 Fulton St, Suite 300, Peoria, IL 61602.