



HUMAN RESOURCES DEPARTMENT

## POSITION DESCRIPTION

<b>TITLE:</b>	<b>Director of Sales &amp; Services</b>	<b>LAST UPDATED:</b>	09/24/2013
<b>DEPARTMENT:</b>	Convention and Visitors Bureau	<b>JOB CLASS:</b>	50
<b>REPORTS TO:</b>	Executive Director of the Convention and Visitor's Bureau	<b>FLSA DESIGNATION:</b>	Exempt

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**Summary:** Under direct supervision of the Convention and Visitor's Bureau Executive Director the Director of Sales & Services works to promote Frisco as a premier year-round travel destination in order to increase economic impact into the City of Frisco. Oversees the sales activities of the group convention and meetings markets, tour/travel markets and the convention services team. Supervises assigned staff.

*The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may not be required to perform all duties in this description and incumbent(s) may be required to perform position-related tasks other than those specifically listed in this description.*

### Essential Job Functions:

- Collaborates with Executive Director and CVB staff to develop, plan, coordinate and implement sales programs that showcase Frisco as a first class meeting/event destination.
- Supervises, develops, mentors and manages strategies for direct sales efforts of sales team, targeting the group convention and meetings markets and tour/travel markets.
- Provides training to sales staff on sales techniques in order to find new business and close existing business, and assists sales team in areas such as presentation and selling skills
- Works closely with convention services staff to establish high levels of customer service.
- Ensures that sales staff is strategically progressing and sustaining measures of accountability via goals, sites, etc.
- Travels to facilitate and participate in industry trade shows, educational seminars and sales calls.
- Generates sales leads for hotel partners in an assigned market segment.
- Tracks and reports activity and lead conversion and reports information to partners.
- Cultivates collaborative and positive relationships with industry partners.
- Maintains awareness of competing cities and trends in the industry.
- Assists with the creation of the Marketing Plan and budget each fiscal year; responsible for researching and fully developing market segments.
- Creates month end sales reports, Sales Goal report, Summary of Projected Economic Impact, and PACE report
- Develops and conducts personal marketing and promotional visits to potential clients and makes presentations to groups in securing corporate sponsorships.
- Develops proposals/agreements and bid packets
- Develops, administers, monitors and coordinates budgets for assigned industry events, trips, tours and CVB events.
- Evaluates and counsels subordinates regarding discipline and other problems. Completes performance evaluations on subordinate employees.

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### **Other Important Duties:**

- Creates and implements reports, business correspondence, meeting specification needs and bid proposals.
- Often required to attend City events on evenings and weekends.
- Participates in various industry organization and activities to maintain positive relationships and awareness of the City of Frisco and the CVB.
- Travels to attend trade shows, meetings, conferences, sales missions, special events and training.
- Assists with special projects as assigned by the Director of the Convention and Visitors Bureau.
- Performs other related duties as assigned.
- Regular and consistent attendance for the assigned work hours is essential.

### **Required Knowledge and Skills:**

- Knowledge of contracts with meeting planners
- Knowledge of City management policies and procedures.
- Skill in professional public relations, media and customer service practices and procedures.
- Skill in organizing work flow and managing multiple projects.
- Skill in informational and entertaining presentation techniques for a wide variety of audiences.
- Skill in establishing and maintaining effective working relationships with outside agencies and the public including the public and private organizations and corporations.
- Ability to oversee, organize and review the work of subordinate employees.
- Ability to develop creative, innovative marketing programs and ideas.
- Ability to analyze and interpret general business periodicals and professional journals.
- Ability to identify, analyze and resolve problems in a timely manner.
- Ability to communicate and work cooperatively and effectively with team members
- Ability to demonstrate attention to detail and avoid mistakes.
- Ability to manage assignments with limited direction and supervision
- Ability to manage multiple projects, assignments and tasks.
- Proficient oral and written communication and public speaking.
- Proficiency in the use of computers and related equipment, hardware and software applicable to area of assignment, specifically Microsoft Word, Power Point, Front Page, Access and Excel.
- Proficiency in sales and marketing skills.
- Proficiency of methods and procedures used in the solicitation of conventions and meetings, as well as advanced sales techniques

### **Preferred Education, Experience, and Certifications:**

- Bachelor's Degree in Marketing, Business Management, Hotel Management or related field plus five (5) years of progressive leadership experience as Director of Sales in hotels or a CVB **or** equivalent combination of education and experience.
- Must pass pre-employment drug screen, criminal background, and motor vehicle record check.
- Must possess valid State of Texas Drivers License.

### **Environmental Factors and Conditions/Physical Requirements:**

- Work is performed in an office setting, off site and at special events.
- May be subject to repetitive motion such as typing, data entry and vision to monitor.
- May be subject to extended periods of standing, bending, reaching, kneeling and lifting such as setting up for meetings and events, transporting materials and supplies for presentations and programs.

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- May be required to work extended hours, evenings and weekends.

**Equipment and Tools Utilized:**

- Equipment utilized includes personal computer, copier, calculator, fax machine, and department vehicles.

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*Approved By:*

Signed by Marla Roe, Executive CVB Director  
*Marla Roe, Executive Director, Convention and Visitor's Bureau*

10/01/2013  
*Date*



*Shannon Allyn, Human Resources Generalist*

10/01/2013  
*Date*