

Job description

Visit Evansville is the official sales and marketing agency for tourism in Evansville, IN and Vanderburgh County. Visit Evansville is dedicated to marketing and supporting local hotels, attractions, and enhancing the area's economy by selling the region as a premier destination for conventions, meetings, sports events, leisure, and business. Additionally, Visit Evansville operates the Evansville Sports Complex, a state-of-the-art, multi-use sports facility, home to Deaconess Sports Park and Goebel Soccer Complex.

Visit Evansville is seeking a dynamic hospitality sales professional that is driven, energetic, and motivated to sell our destination. The Assistant Director of Sales will assist the Director of Sales in efforts to exceed long-term departmental goals and the overall goals of the organization. The Assistant Director of Sales will also create and maintain industry relationships, cultivating a robust network of industry professionals to entice planners and organizations to host their events in the Evansville market.

Key Responsibilities Include:

- Primary focus on solicitation of planners in various markets with a strong emphasis on sports planners while vetting, bidding, and securing events at venues within Evansville and Vanderburgh County.
- Work collaboratively with statewide organizations such as Team Indiana and the Indiana Sports Corporation, to generate leads and develop relationships with planners throughout the Midwest and national level.
- Work in a cooperative manner with the Visit Evansville sales team, as well as other industry professionals to grow the Evansville convention, meeting, and sports markets.
- Maintain and promote a teamwork environment with effective and clear communication with colleagues through a positive and collaborative attitude.
- Vet meeting planners to identify event requirements and obtain request for proposals (RFPs) to distribute to local lodging, attraction, and venues to develop strong proposals to book and re-book events.
- Communicate with hotels, attractions, and facilities throughout the RFP process in efforts to collaborate and to keep planner communications progressing.
- Identify and pursue new business opportunities through calls, visits, site tours, industry tradeshow, and regional networking events.
- Assist the Director of Sales in generating reports for monthly board meetings, annual reports, and the annual destination marketing and business plan.
- Collaborate with the marketing department to develop market driven collateral materials and other limited targeted marketing initiatives.
- Act as the Sales Department leader when the Director of Sales is traveling while being empowered to finalize client negotiations, agreements, and make urgent departmental decisions.

- Participate and sometimes lead monthly area partner meetings while assisting in development of agendas, topics, meeting locations, and potential guest speakers.
- Collaborate with the Director of Sales and CEO on developing key performance indicators (KPIs) to drive performance efforts and exceed departmental goals.
- Assist with training and development within the department to ensure growth in sales team members and achievement of departmental goals.
- Act as a liaison between the Evansville Sports Complex and Visit Evansville to ensure that all complex events are finalized and hotel sleeping room blocks are confirmed with the Visit Evansville contracted housing bureau, Site Search.

Education and Experience

- Bachelor's degree in Hospitality Management, Sports Management, Sports Marketing, Sales, or related field preferred
- Minimum of 3 years' experience in hotel sales, destination management, or tourism development required

Qualifications

- Strong communication skills, both verbal and written
- Strong interpersonal skills
- Must have flexible work hours that may include evenings and weekends
- Must be able to travel

Compensation

- Annual salary of \$60-65,000 depending on applicable experience and education
- Health, vision, dental and life insurance provided
- Health, vision, and dental family plans available
- IRA contribution
- Company provided cell phone
- Paid time off
- Paid holidays

Industry

- Leisure, Travel & Tourism

Employment Type

Full-time