



Position Description

Title: National Sales Director

Reports to: EVP Convention Sales, Sports and Services

Direct Reports: None

FLSA Classification: Exempt

Position Summary

The National Sales Director is responsible for promoting and selling to group markets. This position generates awareness through maintaining relationships with industry providers and partners to proactively and continually enhance economic impact through group sales.

Essential Job Functions

- Solicit meeting and convention business by contacting planners and third-party buyers associated with various targeted large-group markets.
- Develops and maintains relationships with meeting planners, groups, and organizations to generate leads and/or group bookings.
- Coordinates and arranges sight visits and tours for potential convention and meeting business.
- Accepts a leadership role in the development and implementation of sales strategies, objectives and special sales projects, such as sales missions, blitzes and telemarketing.
- Develops client files and ensures files are kept current and maintained properly in the database system (Simpleview).
- Responsible for planning, attending and follow-up of trade shows and marketplaces to develop sales leads and to generate future business.
- Constantly coordinates with member hotel sales offices regarding leads generated, future opportunities, what is new, and any changes in their staff.
- Enters and tracks leads and account information in client relationship software (Simpleview).
- Provides cooperation to the tourism sales staff and other departments of Memphis Tourism in the accomplishment of the organization's goals and objectives.

- Maintains good rapport with the Memphis Tourism's membership.

Position Requirements & Qualifications

Education/Experience

- Requires a bachelor's degree or equivalent experience and training in a related field.
- Requires a minimum of five years experience in a leadership position in hotel sales or equivalent tourism field.

Knowledge, Skills and Abilities

- Strong proficiency and proven success leading sales and marketing efforts to help obtain business objectives and create competitive advantage.
- Strong ability to perform well and be unfailingly diplomatic in a high-pressure and complex environment.
- A highly effective communicator who can clearly and concisely articulate ideas, concepts, and proposals.
- Drive for results with the ability to juggle competing priorities.
- Computer Skills

Working Conditions & Physical Demands

- Position requires the ability to attend trade shows that involves long hours on a convention/trade show floor with little opportunity to rest, and attendance at local and out-of-town social functions required for networking, etc.
- Must be able to transport luggage, boxes of brochures, etc.
- Requires the ability to conduct tours for potential clients.
- Evening and weekend hours/work are required at times that are over and above the traditional office requirements.
- Requires frequent travel

This is intended to be a description of the general nature and level of work to be performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel in this position.