



## Job Description

**Our Mission:** The Fox Cities Convention & Visitors Bureau strengthens the local economy by investing in and promoting our community.

**Position Title:** Director of Convention Sales

**Objective:** The Director of Convention Sales leads the Fox Cities' efforts to attract meetings and conventions that generate overnight stays and visitor spending. This role is responsible for developing sales strategy, generating new business, and working closely with hotel and community partners to convert leads into booked events.

**Reports to:** Executive Director

**Classification:** Exempt, salaried; 1 FTE

### Duties & Responsibilities:

#### **Sales Leadership & Business Development**

- Lead efforts to identify, prospect, and secure meetings and conventions at the state, regional, and national levels
- Focus on key markets including association and SMERF segments
- Build and maintain strong relationships with meeting planners, hotels, and industry partners
- Manage the full sales cycle, from lead generation through contract and turnover
- Conduct sales calls, presentations, and site visits
- Represent the Fox Cities at tradeshow, sales missions, and industry events
- Work with hotel partners to convert leads into confirmed business

#### **Strategy & Planning**

- Develop and implement an annual sales plan aligned with organizational goals
- Identify target markets and growth opportunities based on industry trends and local strengths
- Create and manage the sales budget and track progress toward revenue and room night goals
- Support and guide subordinate staff to achieve individual and team objectives

#### **Operations & Reporting**

- Oversee CRM use to track leads, bookings, and sales activity
- Ensure accurate and timely reporting of bookings, pending business, and lost opportunities
- Analyze performance data and provide regular updates to leadership
- Maintain organized records of prospects, clients, and booked event

#### **Collaboration & Partnership**

- Work closely with CVB staff, hotels, and community partners to ensure consistent messaging and delivery
- Support marketing efforts that promote the Fox Cities as a meetings destination
- Facilitate collaboration across departments to ensure a strong visitor experience
- Stay informed on local developments, hotel changes, and industry trends

**Skills & Qualifications:**

- Proven experience in sales, preferably in hospitality, tourism, or meetings industry
- Strong relationship-building and communication skills
- Ability to develop strategies and execute sales plans
- Comfortable with public speaking, presentations, and networking
- Strong organizational skills and attention to detail
- Experience with CRM systems and Microsoft Office

**Requirements**

- Bachelor's degree in hospitality, sales, or related field (or equivalent experience)
- 5+ years of relevant sales experience preferred
- Ability to travel (up to 30%) and work occasional evenings/weekends
- Valid driver's license
- Ability to lift up to 30 lbs.