



Director of Sales & Marketing FULL TIME

Reports To: President/CEO

SUMMARY

This position is responsible for overseeing the Sales and Marketing efforts of the Horizon Convention Center. This position provides leadership and direction for the Sales & Event Coordination Department and is responsible for planning, directing and managing the personnel and resources of said department to ensure client/guest satisfaction, successful events in the facility, net revenue to the Corporation and economic impact to the community.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

SPECIFIC RESPONSIBILITIES:

GENERAL DUTIES

- Responsible for hiring, training and developing Sales and Event Coordination Staff
- Supervise and develop staff who regularly perform the following duties:
 - Solicit and book events for the facility with emphasis on business with economic impact
 - Coordinate event details including creation of diagrams, room layouts, food & beverage, décor, linens, AV/Entertainment and other equipment orders
- Meet with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals
- For select events serve as back-up for Sales and Events team
- Coordinate with local tourism partners to create a cooperative marketing effort to promote area assets when the Convention Center will benefit
- In conjunction with President/CEO will be responsible for proactive public/social/media relations and implementing promotional campaigns
- Prepare annual Sales & Marketing budget and capital expenditures to be submitted to the President for approval
- Creation and execution of annual facility marketing plan
- Negotiate media purchases according to marketing plan and budget
- Maintains up-to-date Sales & Event Coordinator training manual
- Be Manager ON Duty for select events
- Will be expected to work some nights, weekends, and holidays and must be willing to travel on occasion to represent company at tradeshow, etc.
- Report to work as scheduled and contact Front Desk if arrival is more than 15 minutes past the scheduled time

FINANCIAL/ADMINISTRATIVE

- Develop and implement strategic sales plans and forecasts to achieve organizational objectives and goals
- Directs sales forecasting activities and sets performance goals accordingly

- Reviews and analyzes sales against forecasts, quotes and plans to determine effectiveness
- Prepares periodic sales reports tracking trends, slow periods, cancellations, areas of proposed client base expansion and strategize plans in advance to meet goals or fill in gaps in the event calendar
- Monitors competitor products, sales and marketing activities and shares with team to measure against our product to remain competitive in target markets
- Monitors department expenditures. Establishes resource control methods to ensure expenditures are within approved operating levels. Defines and recommends revenue opportunities and ensures approved opportunities are fulfilled
- Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets
- Attends and contributes to the weekly Directors' Meeting
- Attends and contributes to the weekly Operations and Facilities meetings
- Must be willing and able to work flexible hours as established by the facility's needs
- Maintain proper dress attire for self and all personnel assigned as instructed by HCC Management
- Performs the annual review of assigned personnel and make recommendations for promotions and salary related matters
- Screen and interview applicants and approve selections for employment based on the requirements set forth by the HCC Human Resources Policies. Assist in the processing of all discipline and termination actions when necessary in accordance with personnel policies, and coordinate actions with the HCC Management and Human Resources
- Maintains monthly time sheets for self and approves for subordinates
- Prepares monthly report for President/CEO

SUPERVISORY RESPONSIBILITIES

This position is responsible for supervising the out-bound Convention Sales Manager, in-bound Senior Sales Manager, all Sales and Events Coordinators and Managers and, in conjunction with President/CEO, this position will supervise the Sales Assistant/HR Navigator. This position is responsible for the overall direction, coordination, and evaluation of these employees and carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

QUALIFICATIONS

The ideal candidate will possess:

- Proven track record in sales with a minimum of 4 years as a director of sales in the hospitality or related industry having had a minimum of 2 direct reports. Additional strengths in mentoring and sales training desired
- Superior written and verbal presentation skills
- Proficiency in writing/implementing strategic sales plans for both the short and long term
- Proficiency in writing/reading/negotiating proposals, contracts, BEO's
- Experience in managing/supervising events ranging from weddings to conventions
- Minimum of 4 years experience working with a CRM, diagram software, Microsoft suite of products and some social media knowledge
- Proficiency in budget planning and forecasting
- Proficiency in running meetings including but not limited to: weekly sales meetings, interdepartmental meetings, client meetings and board meetings
- Understanding of the Horizon Convention Center's role in the ongoing renaissance of downtown Muncie
- Above-average knowledge of menu planning and menu cost analysis

- Superior leadership qualities
- Ability to produce quality results with an eye for budget management
- Eye for detail with excellent proofreading skills

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. These requirements listed in this document are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

EDUCATION and/or EXPERIENCE

Bachelor's degree (B. A.) from four-year college or university in Sales/Marketing, Business, or Hospitality preferred or seven years related experience and/or training; three years in a management position; or equivalent combination of education and experience.

LANGUAGE SKILLS

The Director of Sales & Marketing:

- Must be able to read, analyze, and interpret diagrams, schematics, technical journals contracts and governmental regulations;
- Must be able to write reports, business correspondence and procedure manuals;
- Must be able to respond to inquiries or complaints from customers and members of the business community in a professional manner;
- Must be able to communicate professionally and courteously with clients, coworkers, vendors, board members and the general public;
- And must possess ability to effectively present information and respond to questions from management, public groups and the Boards of Directors.

MATHEMATICAL SKILLS

The Director of Sales & Marketing:

- Must possess ability to calculate figures and amounts such as discounts, interest, percentages, etc.
- Must possess ability to apply concepts of basic algebra and geometry

REASONING ABILITY

The Director of Sales & Marketing:

- Must possess ability to define problems, collect data, establish facts, and draw valid conclusions;
- Must possess ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables

OTHER SKILLS AND QUALIFICATION

Candidate must possess:

- Knowledge of management principles and practices and the ability to establish operational policies procedures and goals for divisions supervised
- Knowledge of principles and practices of employee development and the ability to ensure long range success of the organization by incorporating cross training, delegation, mentoring and job specific training into the daily work of the facility
- Knowledge of supervisory principles and practices and demonstrated leadership skills. Demonstrated high level of business ethics and ability to maintain confidentiality

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand, walk, sit, and talk or hear. The employee must occasionally lift and/or move up to 40 pounds and must have the ability to manage several activities simultaneously; must be available to work varied hours including weekends, holidays, and evenings; must be able to handle stressful situations in a calm and professional manner.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

IN-HOUSE TRAINING REQUIREMENTS

Critical: EventPro booking software – knowledgeable of reporting functions within the program, Social Tables diagramming software, Outlook (Calendar & Email), Excel spreadsheets & graphs, Sexual Harassment Awareness (Supervisory), Basic First Aid/CPR & AED.