



Position Title: **Director, Business Development & Convention Sales**
Department: Sales
FLSA Status: Exempt
Reports to: Vice President, Convention Sales
Effective Date: July 2021

Choose Chicago is the official sales and marketing organization responsible for promoting Chicago as a global visitor destination to business and leisure travelers.

POSITION SUMMARY

Director, Business Development & Convention Sales is an outside sale position responsible for developing markets and accounts in corporate, association and alternative markets. This position's goals will have an emphasis on developing new business. This role requires a self-starting, independent individual who is ambitious, assertive and has ability to travel. This position will focus on developing large-scale corporate meetings and conventions with a key mix of association and alternative markets. This position will carry a high lead and prospecting goal. We are looking for a sophisticated, entrepreneurial sales leader who likes the hunt and has proven track record in business development. This position is responsible for business development and strategically targeting new corporate and convention opportunities to meet specifically at McCormick Place.

This position will require prospecting, consultative and strategic sales mastery in creating awareness and driving interest for the city of Chicago and McCormick Place. Business development will be focused on all developing markets with emphasis on corporate market but will include all large-scale meetings and events that do not have established relationship or rotation.

This position will ideally be in Chicago; however, for the right candidate we are open to remote location.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Responsible for growing citywide and convention opportunities.
- Candidate will be focused heavily on corporate market – minimum of 50% of all calls, prospecting needs to be focused on corporate market.
- Ideal candidate will possess strong history in selling to the corporate & association citywide market.
- Candidate will develop a target list of all large-scale corporate meetings and events based on current and historic need periods in our city.
- Work closely with Vice President Convention Sales to develop annual business/market plan, grow and assist in closing business for the destination and McCormick Place.
- Must possess working knowledge of corporate accounts and be knowledgeable on trends affecting our industry and key industry segments.
- Develop and maintain a high profile at all assigned industry events and trade shows. Current involvement within industry associations is a plus – SITE, CEMA, MPI, PCMA.
- Experience working in committee & competitive work environment.
- Experience in presenting to and meeting with highest level of professionals, Board of Directors.
- Working knowledge of exhibit facilities and hotel capabilities in the Chicago metropolitan area a plus.

- Increase market share, maximize productivity and opportunities through development focusing on corporate accounts; ability and interest to understand overall business scope of customers how this translates into our marketplace
- Working knowledge of all competing convention cities and all trade show – convention facilities
- Develop, share, and promote sales benefits and enhancements which promote competitive distinctness of Chicago and McCormick Place
- Comply with established policies and guidelines applying Bureau operations and employee conduct
- Develop feasible short and long-term plans and strategies for achieving department goals and objectives; anticipate critical obstacles and issues.
- Schedule work activities to ensure that deadlines are met and goals are achieved in a timely manner
- On own initiative or as assigned, assist with, and participate in, Bureau projects, functions and special events
- Complete minimum of 20 outside sales calls monthly
- Perform other duties as assigned

MINIMUM QUALIFICATIONS

- Bachelor's degree preferred or equivalent experience
- Seven (7) or more years in selling to Corporate Sales of related DMO, Center, Trade Show or Hotel experience showing progressive growth and learning and/or training equal to the skill level needed to perform this position
- Proven knowledge of sales market, communications and negotiation techniques and strategies.
- Proven track record in managing clients from assigned segments.

KNOWLEDGE, SKILLS, AND ABILITIES

- Must be technologically proficient.
- Ability to effectively communicate both verbally and in writing with a strong knowledge of spelling, grammar and punctuation
- Must be able to speak publicly and give presentations to organizations, board of directors and community groups
- Ability to represent Choose Chicago in a professional manner while interfacing with internal and external clients, excellent telephone skills
- Knowledge of the City of Chicago, including hotels, attractions, restaurants, and shopping desirable
- Possess good organizational and time management skills to handle multiple projects simultaneously
- Self-starter, ability to travel and work independently

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS

- Ability to travel by air or ground transportation as required. Anticipate this position will travel 50% - 75% of the time
- Ability to perform computer work for extended periods of time

TO APPLY:

This position offers a competitive salary and benefits package. Qualified candidates should submit resume and include **salary requirements** to resumes@choosechicago.com.

Choose Chicago

Human Resources Department

301 E. Cermak Road

Chicago, Illinois 60616

EMAIL: resumes@choosechicago.com

No Phone Calls

Choose Chicago is an Equal Opportunity Employer