



Position Title: Vice President, Convention Sales
Department: Sales
FLSA Status: Exempt
Reports To: President & CEO
Revision Date: November 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

The Vice President, Convention Sales promotes Chicago as a premier destination by managing the daily sales activities of the organization including developing and implementing strategic sales plans to reach corporate goals. Directing sales and forecasting activities as well as setting and managing performance goals for the convention sales team.

This leadership position will represent the organization nationally and locally while managing a sales team of 7-10 people. The primary responsibilities are to position the destination as one of the premier meeting locations in the United States, increase group business during need periods and develop alliances with key industry organizations. This leadership position will work closely with the VP of Marketing and CEO on developing new meetings campaigns and will evaluate processes, programs, and sales activities to ensure all goals and objectives are achieved effectively.

The individual should have a desire to be a change agent and inspired leader who is strategic, proactive, responsive, fair, kind, leads by example and not afraid of hard work and travel. The ideal candidate will be responsible for strategic planning, budget management, team performance and managing their respective sales team. This leader should foster a culture of teamwork and innovation.

Ten + years of hotel sales management/leadership experience is preferred. Individuals that do not have previous experience of at least five (5) years as hotel sales DOSM will not be considered.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Leadership

- Represent Choose Chicago in various board, industry, and community leadership meetings.
- Evaluate and assess the strategic plan, budget, organizational structure, goals, and metrics of the sales team.
- Liaisons collaboratively with MPEA to ensure efforts are coordinated, the overall sales plan is supported, and MPEA objectives meet the bureau requirements.
- Build relationships and open communication both internally and externally with team members, partners, and stakeholders.
- Make recommendations for new and creative strategies that identify new opportunities for the Convention Sales Team.

- Ensure Equity, Diversity, and Inclusion (EDI) is woven into the fabric of the organization and strategic plan.
- Extensively interact with hotel community and strategic partners to establish strong working relationships that will support overall goals and objectives.
- Build rapport with key, high-profile or high-revenue clients and continuously promote Chicago.
- Serve in voluntary leadership roles in community and industry-related organizations.
- Active involvement and engagement in sales missions, site visits, FAMS and other industry events.

Sales

- Execute Sales Plan strategies and initiatives focused on Groups, Meetings and Conventions to generate and exceed both individual and team annual room night goals.
- Help to develop and deliver sales presentations to key clients and represent Choose Chicago at various meetings and trade shows and/or events.
- Actively oversee and manage strategic partnerships and sales production as it relates to room nights booked in conjunction with partner hotels and the McCormick Place Convention Center.
- Must constantly maintain knowledge of the destination's products and services with the ability to effectively communicate and understand the features and benefits to clients and internal team members.
- Client entertainment and travel required.

Management

- Evaluate, monitor, and track team performance measurements.
- Work with direct reports on room night production, identify opportunities and troubleshoot potential challenges and conflicts.
- Support sales team with new and existing prospecting resources.
- Facilitate ongoing training for sales team.
- Establishes multiple channel development and coordinates sales distribution by identifying sales territories, quotas, and goals.
- Carry out supervisory responsibilities including recruitment, training, mentoring, assigning, and directing work, appraising performance, rewarding, disciplining employees, and addressing complaints and resolving problems working with Human Resources.

Finance/Budgetary Obligations

- Maximize the financial performance of the assigned budgets.
- Assist in the development of a fiscally sound departmental budget.
- Collaborate with department and finance team members to effectively manage assigned budget and expense reports on a monthly, quarterly, and yearly basis.

Organizational Commitment

- Maintain a positive and cohesive working relationship with internal team and external vendors, members, partners, and suppliers to successfully accomplish Choose Chicago's room night goals, mission, and vision.
- Participate in ongoing high-quality improvement/client satisfaction efforts.
- Demonstrate high standards and displays a positive and proactive approach.
- Handle additional responsibilities and projects as assigned.

QUALIFICATIONS, EDUCATION, EXPERIENCE

- College degree and/or equivalent related experience. Ten (10) or more years of professional experience in a leadership role with convention bureau, hotel sales or related industry position. Previous DMO experience preferred.
- Minimum of 5 years overseeing or managing a sales team.
- Demonstrated strong sales, negotiating and decision-making skills.
- Strong written, verbal and presentation skills.
- Strong knowledge of sales reporting tools and ability to articulate internally and externally.
- Comfortable with public speaking and interacting with high-level decision makers.
- Strong working knowledge and experience in working with Convention Centers.
- Previous experience in database management; experience with CRM and Simpleview a plus.
- Working knowledge of Microsoft Office Products including strong presentation software experience.

CORE COMPETENCIES NEEDED

- Forward thinker, ability to think strategically and open to new ideas in a fast-paced environment.
- Excellent communications and presentation skills and the ability to connect with internal and external clients at all levels.
- Proficient writer and presentation skills.
- Ability to make sound decisions utilizing effective problem solving.
- Strong industry expertise and knowledge of Chicago and its venues.
- Strong work ethic and industry reputation required to raise the profile of the Choose Chicago sales team. Someone who can lead by example and can set a tone for high achievement.
- Must love selling and the sales process -- actively sell and strategically manage large high-profile accounts.
- Proven leadership skills including the ability to manage and motivate a diverse team of sales professionals.
- Ability to think creatively, strategically and work within budget
- A strong team orientation is critical based on the collaborative culture of Choose Chicago and the visitor industry
- Strong computer skills and working knowledge of MS Office products. Familiarity with and adaptability to a CRM system.
- Able to perform in a variety of environmental conditions with varying physical requirements. Able to travel by air or ground as required. Up to 25-30% overnight travel.

PHYSICAL WORK ENVIRONMENT

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing the work
- Ability to travel by ground transportation (includes personal and public transportation) as required in performing work
- Ability to travel throughout the city, including prolonged standing and walking as it is very often necessary when delivering items to members of the media or partners
- Ability to work nights and weekends as needed. Working evenings include, but are not limited to attending business exchanges and venue openings/receptions/client appreciation events, etc.

- Able to travel by air or ground as required. Up to 25-30% overnight travel.

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

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