



**Position Title:**        **Director of Sales**  
Department:            Sales  
FLSA Status:           Exempt  
Reports To:             Vice President of Sales  
Revision Date:         May 2023

***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**

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The Director of Sales is responsible for total account management of large national associations and trade shows; creating awareness of McCormick Place and the city of Chicago as a global destination. This position is a key, aggressive sales position at Choose Chicago. This position will carry a high production goal, in a very demanding and competitive marketplace.

We are looking for a high-level sales leader respected by peers and customers. This position will require consultative and strategic sales mastery in creating awareness, driving interest and closing business for the city of Chicago and McCormick Place; selling all Choose Chicago services within the association and trade show segment; representing Choose Chicago in a professional and business-like manner and ensuring attainment of key result area goals as well as yearly goals.

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### **Essential Duties and Responsibilities**

- Responsible for total account management and new business development. The main industry segments are manufacturing, food & beverage, science/technology and education.
- Individual must have strong sales skills to maximize the potential for this market segment.
- Individual must develop a professional business/market plan to develop, maintain and close business for the destination and McCormick Place.
- Call on assigned accounts and develop new accounts yearly.
- Develop and maintain a high profile at all assigned industry events and trade shows.
- Work with the entire sales team to develop a future-years strategy for the development of new events currently at McCormick Place.
- Maintain current knowledge of associations, trade shows, public shows, conventions, trade show trends and trade show calendar.
- Maintain current knowledge of all exhibit facilities and hotel capabilities in the metropolitan area and their effect on the association and trade show segments.

- Increase share of the association and trade show markets, maximize productivity of these segments and periodically make sales trips to cities where concentrated efforts are taking place.
- Possess a complete and comprehensive knowledge of competing cities and all trade show facilities.
- Develop, share and promote sales benefits and enhancements to promote competitive distinctness of Chicago, McCormick Place and Navy Pier.
- Comply with established policies and guidelines applying Choose Chicago operations and employee conduct.
- Develop and execute 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.
- Help to develop and deliver sales presentations to key clients and represents Choose Chicago at various meetings and trade shows and/or events.
- Work closely with the industry and be viewed as the industry contact through strong community relations, participation and efforts; involving attending key events and trade shows.
- Perform other duties as assigned.

#### **Minimum Requirements**

- Bachelor's degree preferred or equivalent experience
- Seven (7) to ten (10) years 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
- Prior experience in the hospitality, convention bureau or sales industry required.
- Proven knowledge of sales market, communications and negotiation techniques and strategies.
- Proven track record in managing clients from assigned market.
- Prior supervisory experience a plus.
- 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 McCormick Place.
- 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.
- 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. (Choose Chicago uses Simpleview as of 2012).

### **Physical Requirements and Environmental Conditions**

- Ability to travel by air in promoting the city of Chicago at various trade events is required, and host/entertain customers after standard business hours.
- Ability to adhere to and meet the required attendee guidelines set forth by the client.
- Ability to perform work utilizing a computer for extended periods.
- Ability to sit for extended period 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.

### **To Apply:**

This position offers a competitive salary and benefits package. Qualified candidates should submit resume and include **salary requirements** to [resumes@choosechicago.com](mailto:resumes@choosechicago.com)

### ***Choose Chicago***

Human Resources Department  
301 E. Cermak Road  
Chicago, Illinois 60616  
EMAIL: [resumes@choosechicago.com](mailto:resumes@choosechicago.com)  
No Phone Calls

***Choose Chicago is an Equal Opportunity Employer***