



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

---

Choose Chicago is the official destination marketing organization for Chicago, Illinois. Our mission is to enrich our community by attracting meetings, events and leisure travelers to Chicago.

### **POSITION SUMMARY**

**This position will be located in Washington, DC or Chicago, IL.** The Director of Sales market 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. This position is responsible for business development and growing market share in the 1,000- 2,999 peak rooms meetings and convention space.

We are looking for a high-level sales professional and someone who is 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.

---

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Responsible for growing and managing new and existing mid to large scale conventions and events.
- Individual will develop a professional annual business/market plan, maintain and close business for the destination and McCormick Place.
- Candidate will possess working knowledge of mid to large scale key influencers.
- Develop and maintain a high profile at all assigned industry events and trade shows.
- Working knowledge of exhibit facilities and hotel capabilities in the Chicago metropolitan area is a benefit.
- Increase market share, maximize productivity and opportunities through development and increasing meeting rotation; ability and interest to understand overall business scope of customers and how this translates into our marketplace.
- Working knowledge of competing convention cities and large-scale 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.
- Responsible for effective CRM database management to track sales activities.

- Active contributor to bureau projects, functions and special events.
- Self-starter, ability to travel, work in remote environment to build relationship with stakeholder community.
- Perform other duties as assigned.

**MINIMUM QUALIFICATIONS**

- Bachelor’s degree preferred or equivalent experience.
- Minimum 5-7 years in a sales management role at a hotel/tourism, GSO/NSO, DMO, Convention Center, Trade Show or equivalent hospitality experience; preferred.
- Proven knowledge of the sales market, communications and negotiation techniques and strategies.
- Current and past leadership positions within industry associations are a plus.
- Proven track record in managing clients from assigned market.

**KNOWLEDGE, SKILLS, AND APTITUDE REQUIREMENTS:**

- 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 lead presentations to organizations, board of directors and community groups.
- Ability to represent Choose Chicago in a professional manner while interacting with internal and external clients.
- Knowledge of the City of Chicago, including hotels, attractions, restaurants, and shopping desirable.
- Possess organizational and time management skills to handle multiple projects simultaneously.

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS**

- Ability to travel by air or ground transportation as required. Depending on location of individual, traveling may be anticipated for 40% of the time.
- Ability to perform computer work for extended periods of time.
- Ability to provide proof of COVID initial vaccination.
- Ability to work flexible hours as needed to attend key conferences/events.
- Ability to sit or stand for extended periods without being able to leave the work area (i.e., trade show setting).

**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***

No Phone Calls

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