

CCTB

POSITION DESCRIPTION

Position Title: National Sales Manager, Eastern Regional Office

Pay Scale:

Department: Convention Sales

FLSA Status: Exempt

Reports to: Regional Director, Mid Atlantic Sales Office

Effective Date: 02/12

POSITION SUMMARY

The National Sales Manager for the Easter Regional office is responsible for accounts primarily within the association and non-profit meeting segment in Washington DC, Maryland and Virginia. Defined segment will consist of accounts with 1,000 peak room nights or greater. Additional responsibilities include: Creating an awareness of the city of Chicago as a global meetings destination; selling all Bureau services within the association meeting segment; representing the Bureau in a professional and businesslike manner at all times; attainment of key results, as well as annual sales production goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Maintain an aggressive sales attitude and develop the meeting segment and its opportunities to their full potential.
 - Maintain current knowledge of associations, trade shows, public shows and trade show trends and convention and trade show calendar.
 - Possess current knowledge of exposition industry and convention center operations: freight, drayage, move-in/out, union jurisdictions in the metropolitan area and their effect on the association and tradeshow segments.
 - Report changing trends, executive changes, city or regional changes and any other information that may be useful in the Bureau's overall association and corporate sales efforts.
 - Maintain strong customer relationships and secure sales appointments. Ability to bring new association and trade show clients to McCormick Place.
 - Increase the market share of the association and corporate segments and maximize productivity through monthly personal sales appointments with concentrated sales effort.
 - Develop and maintain a high profile at all assigned industry events and trade shows.
 - Maintain complete and comprehensive knowledge of competing cities and all trade show facilities.
 - Develop, share and promote sales benefits and enhancements which promote competitive advantages of Chicago.
 - Develop feasible short and long term plans and strategies for achieving department goals and objectives while anticipating critical obstacles and issues.
 - Coordinate efforts with others in Sales Department to efficiently service new and existing accounts.
 - Develop strategic plans to offer need period dates to targeted accounts.
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MINIMUM QUALIFICATIONS

- Bachelor's degree in Hospitality, Tourism Management or Marketing, or related area.
 - 5 years of sales experience in the Washington DC association market.
 - 3 to 5 years convention sales experience.
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KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of CRM system, preferably Simpleview

- Knowledge of destination or experience in Chicago
 - Ability to effectively use MS Office products including but not limited to Word and Excel, Power Point, Outlook and internet search engines.
 - Ability to effectively communicate verbally and in writing; good knowledge of spelling, punctuation & grammar.
 - Possess excellent logic, organizational and time management skills.
 - Ability to manage and work simultaneously on multiple (multi task ability) projects.
 - Ability to represent the Bureau in a professional manner while interfacing with internal and external clients.
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PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS

- Ability to perform work utilizing a computer for extended periods of time.
 - Ability to grasp objects utilizing the fingers (fine motor manipulation).
 - Ability to travel by air or ground transportation as necessary to fulfill position requirements.
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SIGNATURES

I have read and understand all of the elements of the listed position description. I can perform the essential duties and responsibilities with or without reasonable accommodations. I possess the knowledge, skills, and abilities as described to perform the job on a consistent basis.

Employee: _____ Date: _____

Approvals

Human Resources: _____ Date: _____

Supervisor: _____ Date: _____