



Job Title: Director of Sales
Reports to: VP of Business Development
Department: Group Sales
FLSA Status: Exempt

Position Summary:

This is a newly created role for Explore Asheville Convention & Visitors Bureau (Explore Asheville). The Director of Sales is responsible for promoting and selling Asheville as a distinct destination for meetings, conferences, and events through effective relationships with internal team, external stakeholders, and key customers. Maintain key leadership role within the Department; focusing on training, mentoring, and implementing approved sales strategies and procedures that support the overall sales philosophy of the department. Maintain strong communication with Vice President with ongoing staff updates and activities. Develop weekly, monthly, and quarterly staff reports including but not limited to individual production, action plans and specific recommendations pertaining to staff.

Essential Duties & Responsibilities:

Group Sales

- Assist Vice President of Business Development in the development of sales strategies and goals, including specific room night and lead goals, that support the overall sales and business plan objectives of Explore Asheville.
- Set the sales example for Sales team as it relates to; but is not limited to alignment with economic development and destination priorities, proactive prospecting, lead generation and ultimate conversion by carrying an individual account load.
- Continually increase and maintain qualified client database through individual and team efforts. Accountable for the direction and supervision of the Simpleview CRM database, updating standard operating procedures as necessary.
- Maintain strong leadership role within Sales department at all times; act as managing leader in the absence of the Vice President.
 - Maintain strong working relationship with area hotels Directors of Sales through regular communication and conducting a monthly DOS meeting.
 - Supervisory responsibilities include planning, assigning, and directing work; addressing issues and resolving challenges to enhance team performance.
 - Other supervisory responsibilities that need to be maintained in the absence of the Vice President include but are not limited to signature approval on items such as time sheets, leads, definite bookings, and Convention Center space holds.
 - Keep Vice President informed of all issues that arise in their absence.
- Maintain communication through all issues listed above through assigned reporting mechanisms and regularly scheduled meetings.
- Provide strong mentoring and training of staff while monitoring staff on their progress:
 - Focus on sales and customer service training to help each team member reach their goals and improve their sales and customer service techniques.

- Monitor and evaluate staff activities & production.
- Submit regular progress reports on staff development to Vice President.
- Responsible for analyzing, monitoring, and providing sales reports on department and individual performance including leads, confirmed bookings, detailed lost business, etc.
- Maintain regular contact with existing clients to understand industry trends, business changes, develop strong relationships and search for new client referrals.

Team Leadership

- Effectively lead and inspire a team of four professional sales managers and the sales coordinator.
- Manage staff and build a cohesive, effective, and accountable team in alignment and consistent with Explore Asheville values. Responsibilities include hiring, and training employees; planning, assigning, and directing work; managing/coaching and appraising performance and related pay changes; addressing complaints and resolving problems. Actively participate in team meetings and initiatives.
- Prepare budgets, develop methods for tracking, and prepare/analyze reports. Monitor/approve contractor performance.
- Accountable for the day-to-day and contribute to a cohesive, effective, and accountable team in alignment and consistent with Explore Asheville's values. Actively participate in team meetings and initiatives.
- Lead and/or participate in meetings/planning/initiatives to support strong workplace culture and successful performance/execution of organizational strategy. Elevate/solve issues, support change, and ensure the maintenance of productive processes.
- Represent the Explore Asheville/BCTDA at meetings and industry functions and before the public. This may include making presentations to a wide range of groups.

Other Responsibilities:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where this position is asked to help other team members with their work, completing tasks outside of this description.

Qualifications:

- Bachelor's degree with a minimum of 8 years of experience in progressively responsible sales/management experience with a CVB or in hotel sales. Preferred degree in Marketing, Business Administration, Hospitality, Sales, or other related field -OR- any combination of education, coursework, and/or technical training necessary to meet position requirements.
- Minimum of 3-5 years of people management experience, including team management and supervision.
- Hands on experience with CRM systems, budgeting and planning, and public speaking is required.
- Commitment to delivering measurable results and achieving established goals.
- Excellent interpersonal, written/verbal communication, organization, planning, and budget management skills.
- Must possess excellent communication skills, both written and verbal, and the ability to establish and maintain effective working relationships with co-workers, subordinates, and the events industry.
- Appreciation for Buncombe County's tourism community.

- Must be able to use sound judgment and discretion.
- Well-organized, self-motivated, and comfortable in a fast-paced environment.
- Proficiency in Microsoft Office Suite.
- High attention to detail.

Physical Environment & Working Conditions:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

Travel:

Up to 25% travel. In addition, some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

EEO Statement:

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by applicable federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

About Explore Asheville:

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of the Explore Asheville Convention & Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Deliver balanced recovery and sustainable growth
- Encourage safe and responsible travel
- Engage and invite more diverse audiences
- Promote and support Asheville's creative Spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

What we offer:

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 18 days to start, 11 annual paid office holidays, employer-subsidized medical insurance, employer-provided dental, life, STD and LTD insurance, plus 401k with a company match, and employee wellness benefits.