



## JOB DESCRIPTION

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<b>Job Title:</b>	<b>Senior Sales Manager</b>
<b>Division:</b>	<b>Business Development</b>
<b>Reports to:</b>	<b>VP, Marketing &amp; Business Development</b>
<b>Classification:</b>	<b>Full Time, Exempt</b>
<b>Approved By:</b>	<b>President &amp; CEO</b>

## Background

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Do you want to be part of a fast paced, fun and growing organization in an emerging destination?

Oakland has received national press coverage from dozens of top-tier outlets, including accolades such as the New York Times' **#5 Place to Visit in the World** to the **Most Exciting City in America**. Oakland is on everyone's radar. As the destination continues to gain momentum, more and more people are looking to Oakland as the innovative "Brooklyn of the West." The city is buzzing with new energy from a thriving restaurant scene, vibrant entertainment and arts offerings and growing nightlife, among many other things! Now is your chance to be a part of Oakland's exciting renaissance!

Visit Oakland is the destination marketing organization for Oakland, CA and is private, not-for-profit, 501c6 organization, with a 21-member board of directors and a full time staff. Visit Oakland is funded by a dedicated hotel tax - Measure C, which passed in 2009.

## The Position

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### ***Focus on business development and relationship building in the corporate & third party markets***

You are a high energy, positive and self-motivated individual who is just as comfortable jumping on a plane for a sales trip as you are being in the office developing a proposal for a client. You have superb communications skills, are innovative in your sales approach and are the ultimate team player. You can adapt easily to change and thrive on creating collaborative and productive relationships with partners, customers, and internal team members. This is a great opportunity for someone who is a relationship builder and likes to work in a fast paced environment.

## Essential Duties and Responsibilities

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The Sales Manager role offers an opportunity to help grow and develop Oakland's share in both the corporate and third party markets in unison with the exciting new growth that is taking place in Oakland. Role includes generating room night bookings for Oakland hotels, developing client base, organizing Visit Oakland's presence at trade shows, and escorting clients' on-site tours and Familiarization Tours (FAMs).

- **Lead Generation:** Produces group business leads for the hospitality industry. This is accomplished through proactively soliciting new business through sales missions, FAMs, trade shows, sales calls.
- **Tradeshows Management:** Signs up for tradeshows, represents Oakland on show floor, collects and distribute leads to Oakland hotel partners, manages booking cycle and reports ROI.

- **Relationship Building:** Maintains good relationships with existing clients in the market as well as develops new relationships. Develops relationships and builds partnerships with area businesses, attractions and hotels relative to the client's needs
- **Customer Service:** Acts as liaison between meeting planners and industry partners.
- **FAM Tours:** Manages all arrangements associated with site visits and FAM tours of Oakland.
- **CRM Management:** Maintains client database, tracks leads and oversees conference servicing requests.
- **Reporting:** Produces monthly, quarterly and annual reports documenting sales activities, lead generation, definite room night bookings and other sales related goals.
- **Best Practices:** Stays up to date on industry best practices, standards and benchmarks by, but not limited to, reading publications and attending events.
- **Budgets:** Manages expenditures within budgetary requirements.
- **Industry Participation:** Serves on industry committees and boards when appropriate as well as maintains membership in local, state, regional, and national industry organizations.

## Requirements

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- A minimum of five years of sales experience with a solid understanding of tourism & hospitality industry.
- Individual will preferably have experience working with meeting planners.
- A bachelor's degree in business management, marketing, sales, communication or hospitality is preferred.
- Passionate, high energy and professional.
- Excellent communication and presentation skills; including ability to effectively communicate with clients, destination partners and co-workers.
- Proven track record with sales conversion.
- Fluent in English; excellent written and verbal communication.
- Intermediate knowledge of MS Office, Microsoft Outlook, CRM (SalesForce, Simpleview)
- A Road Warrior mentality – loves to travel to attend workshops, trade shows and training.
- Strong ability to multi-task and prioritize.
- Must be able to lift 35 lbs.
- The ideal candidate will be interested in career advancement in the destination marketing industry.
- Available on weekends and evenings as needed.
- Valid driver's license required and car with clean DMV record.

## Compensation

Competitive annual salary

Benefits: Medical, dental, life and retirement benefits

Relocation Package: Not available, though remote position in certain markets will be considered.

## How to Apply:

To apply, please send cover letter & resume and three references to [jobs@visitoakland.org](mailto:jobs@visitoakland.org) and write Sales Manager Position in the subject line. No phone calls or walk-ins.