

## Position Description

<b>Job Title:</b> VP of Sales & Marketing	<b>Classification:</b> FT, Salaried Exempt
<b>Department:</b> Sales & Marketing	<b>Reports To:</b> President & CEO
	<b>Revision Date:</b> April 1, 2011

### Position Overview

Accountable for leading and directing the Sales and Marketing Department and assigned team members. Responsible for an assigned hotel group, which includes all market segments. Develops and facilitates Bureau programs, activities, and budget relating to Sales and Marketing.

### Professional Background

- Prior success in establishing and leading the sales and marketing team of a CVB and/or large scale resort/hotel, or major repositioning of an established CVB on a comparable scale and profile to Temecula Valley; including establishing market positioning (brand development) and sustained revenue flow.
- Demonstrated ability to build backlog and accelerate sales pace in the corporate group and leisure travel segments.
- Proven ability to establish dominant brand positioning within defined competitive sets and establish a sustained pattern of market share advantage.
- Ability to formulate strong community relations ties and alliances, supported with integrated marketing efforts to drive room bookings and revenue.
- Well established relationships and contact with meeting planners and national corporate customers.
- Experience creating and developing web site and electronic media campaigns to support sales efforts.
- Strong direct sales and marketing experience in business development of new and emerging markets that have the propensity to utilize Temecula Valley as a conference/convention destination.
- Experience in the marketing and positioning of a hotel/lodging group to include spa, food and beverage, golf, recreation, etc.
- Experience developing, leading and directing a comprehensive public relations function.
- Strong business planning experience including the creating, writing and communicating complete revenue, marketing, e-commerce and public relations strategy and plan.
- Strong direct sales leadership experience including developing market deployments based upon sound analytics in a diverse room segmentation environment, performance management and full utilization of sales systems.
- Strong skills and successful use of financial and quantitative data to drive business strategy. Ability to establish and maintain realistic budgets while realizing projected results.
- Proven ability to coach, mentor and lead a diverse team of professionals to optimum performance levels.
- Possesses up-to-date knowledge in the marketing and sales profession, as well as the industry; is regarded as an expert and/or proficient in the technical/functional area and understanding systems.
- Actively seeks roles to participate in industry organizations and is favorably regarded in the community through personal and professional involvement.
- Experience developing effective product responses, delivery systems and methods for measuring and evaluating direct sales and marketing results.
- Experience developing, implementing and evaluating short and long-term tactics and programs focused on customer and market needs/conditions in order to ensure the achievement of Bureau room booking goals.
- Thorough knowledge of online distribution channels within both leisure and group segments.
- Strong understanding of customer relationship principles and experience implementing operational CRM across destination disciplines.

- Proven background in leveraging strategic partnerships and initiating co-creations programs to drive high velocity transient and group sales production.

## Essential Job Functions

- Sales (30%)
  - Room Night Bookings and Lead Generation
    - Initiates and facilitates direct sales calls and sales blitzes.
    - Makes personal and telephone sales contacts to meeting and event planners in existing and new markets.
    - Books meetings, conventions and events according to priorities outlined in the marketing plan.
    - Produces sales leads for TID hotels.
    - Follows up on lead sources by inquiry, through web site, e-commerce, meeting ads and trade publications.
    - Converts leads into booked business.
    - Distribute, track and report lead conversion with emphasis on obtaining new mid-week group and leisure business.
    - Develops client relationships with key accounts in all target segments.
    - Supports hotel sales efforts with destination marketing materials.
  - Outside Sales and Marketing Efforts
    - Facilitates and participates at industry-appropriate Trade shows for all market segments.
    - Coordinates meeting and event planner FAM Tours three times per year.
    - Coordinates Sales Happy Hour events and educational sales forums.
    - Performs site inspections for meeting and event planners in order to promote the destination.
  - Sales Programs and Promotions
    - Assists in developing, planning, coordinating and implementing sales programs that will showcase the area as a convenient and economical meeting and event location.
    - Creates and coordinates local industry promotional events.
  - Database Management
    - Builds and maintains web site databases for Meeting Sales, Tour/Travel and Sports/Special Events categories, including maintaining up-to-date files and accounts for all potential and past clients.
    - Prepares RFP's through CRM system.
- Branding and Marketing (25%)
  - Establishment of a distinctive identity in the marketplace as a desirable destination, while positioning it to successfully compete for market share with other highly recognized destinations.
  - Executive responsibility for managing the brand of Temecula Valley Southern California Wine Country.
  - Executive responsibility for the creative image, web presence and related promotional tools necessary for a dynamic and diverse destination.
  - Responsible for the on-going marketing and presence of all online marketing and sales channels.
  - Develop and execute a comprehensive marketing plan with targeted strategies and tactics to drive revenue and performance in all areas which will include a critical path, accountability, and ROI and implement the business plan templates as defined by the Bureau.
  - Along with the President & CEO, write the annual marketing plan and quarterly partner reports pertinent to sales and marketing. Outlines to include strategies and tactics to meet both revenue and expense budgets and the development of new business.
  - Responsibility for creating and managing promotions, events, advertising campaigns, public relations plans and FAM tours designed to generate business.
- Planning and Management (15%)

- Assess hotels defined competitive market(s) and defined competitive sets and their relevance to Temecula Valley based on current/future market conditions and market/industry changes and fluctuations.
  - Evaluate group sales deployment against markets, territories and customer segments in order to optimize penetration and ensure that deployment and measurable, strategic sales plans are in place.
  - Ensure that all data capture procedures and maintenance of all account databases are effectively monitored for capture, quality and targeted usage.
  - Develop all relevant financial performance budgets relating to Sales and Marketing department.
  - Responsible for analysis and monthly reporting that will detail sales and marketing efforts and financial performance, to include booked rooms, lost business, estimated economic impact, call volumes, site visits, web site statistics, social media, free press and in-kind opportunities.
  - Constantly explore new products and services, evaluating potential return on investment and enhancement to the Bureau.
  - Financial responsibility to meet expense budget goals.
  - Ensure implementation and support of all corporate sales and marketing initiatives and require necessary metric/measurement procedures to assess results.
- Leadership (15%)
    - Lead and provide strategic direction, support and leadership for all aspects of Bureau sales and marketing efforts.
    - Coach and lead, on a daily basis, the Director of Sales, Director of Online Marketing & Technologies, Marketing/PR Manager and Sales Coordinator.
    - Ensure the implementation of routine department meetings within sales and marketing.
    - Provide direction to the sales team in order to enhance group booking pace and lead generation and continue to identify opportunities to maximize group sales contribution and performance.
    - Provide leadership, training and direction in order to achieve maximum financial profitability on a daily, monthly and annual basis.
    - Responsible for crisis public relations preparedness and management during emergency situations.
    - Represent Bureau at appropriate special events, trade shows, FAM tours, industry events, and professional meetings.
  - Communication and Relationships (10%)
    - Maintain interactive communication with Bureau board and stakeholders to ensure their participation and input in the Bureau's plans, programs and their implementation.
    - Develop and foster relationships and provide strategic direction to key third-party vendors such as public relations and advertising agencies.
    - Develop and foster relationships with key political community figures and organizations.
    - Responsible for development of marketing partnerships.
    - Maintain an active role in important strategic, professional industry organizations as necessary.

#### **Non-essential Job Functions (5%)**

- Works effectively with volunteers, Bureau board of directors, committees, city and county officials, hoteliers and hospitality industry staff.
- Supports Bureau staff, including clerical or telephone support, as needed.
- Performs any other appropriate duties as assigned by the President & CEO.

#### **Position Requirements**

- Education & Experience
  - Four-year degree from an academic institution in related field.
  - Sales and Marketing certification and/or training program completion.
  - Minimum of three years experience with a convention and visitors bureau, large hotel, tourist attraction or other related tourism business.
  - Involvement in community relations activities.
- Skills & Knowledge
  - Ability to prioritize and organize work assignments.

- Ability to delegate responsibilities effectively.
- Strong customer service aptitude.
- Ability to analyze and resolve problems while exercising good judgment and maintaining the best interest of the Bureau.
- Ability to effectively plan and implement processes and procedures necessary to ensure effective associate relations, customer satisfaction and achievement of budgeted Bureau revenues.
- Ability to maintain confidentiality of all Bureau information.
- Ability to effectively plan for the future of the Sales and Marketing department and prepare detailed developmental plans in order to forecast and prepare for the next three year.
- Ability to effectively complete all information contained in this job description without direct supervision.
- Ability to work effectively with all departments in order to meet their needs as well as performance manages diverse disciplines, including marketing, group sales, conference service, public relations and online marketing/technologies.
- Advanced user knowledge of the following software, sufficient for performing direct tasks as well as training others to use:
  - CRM System (Customer Relationship Management)/Web-based database programs
  - Adobe Acrobat Writer & Reader
  - Microsoft Office applications
  - Internet/Email access and utilization
- Personal Characteristics
  - Strong presentation skills including effective communication with various constituent groups, including and ability to inter-relate to members, clients, vendors, the public, board of directors, sales and marketing team members and the entire Bureau.
  - Behaves with the highest of ethical standards including building loyalty and trust and a reputation of excellence which results in a following of sales talent interested in working with this leader.
  - Demonstrates entrepreneurial spirit, innovation and creativity.
  - Ability to work collaboratively with and through others at varying levels.
  - Ability to make sound decisions and acts with a sense of urgency and self determination.
  - Ability to make things happen by encouraging and channeling the contributions of others, while accurately assessing the strengths and development needs of associates.
  - Foster a cooperative work environment, which focuses on trusting relationships, maximum productivity and associate morale.
  - Communicate effectively with all key stakeholders and partners.
  - Ability to work under stressful conditions and balance multiple commitments simultaneously.
- Physical/Sensory/Cognitive Requirements to Perform Essential Job Functions
  - Ability to sit at desk for 6-8 hours per day, if required.
  - Ability to operate computer key board and view computer screen for 7-8 hours per day, if required.
  - Ability to set up and tear-down trade show booths, equipment and marketing materials.
  - Must be able to hear and converse via telephone and in person.
  - Must be able to bend and stretch to reach file drawers.
  - May be required to lift boxes and small equipment up to 50 pounds in weight.

<p>NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.</p>
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