CITY OF JOPLIN MISSOURI

Job Description

Job Title:	Assistant Convention and Visitors Bureau Director/Director of Sales	Classification:	Classified
Department:	Convention and Visitors Bureau	Grade:	210
Occupational Group:	Tourism	FLSA:	Exempt
Status:	Full-Time	Supervisory:	No

Primary Purpose

Under general supervision; the Director of Sales and Assistant Convention and Visitors Bureau Director is responsible for promoting, marketing, and selling conference and meeting space as well as promoting tourism opportunities within the region that are supported by the Joplin Convention and Visitors Bureau (CVB) of the City of Joplin.

Essential Job Functions

Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Regular and consistent attendance for the assigned work schedule is essential.

1. Promotes and sells the Joplin region as a tourism destination to professionals within the tourism industry.
2. Maintains close working relationships by serving as liaison between clients and area hotel sales professionals to promote the use of available meeting space, banquet centers, and area attractions.
3. Conducts quarterly meetings with area sales professionals for hotels and attractions for updates on bureau sales activities.
4. Assists the Director in establishing measurable annual sales goals for CVB, establishing advertisement placement and opportunities.
5. Researches new group business by prospecting group websites, convention/group databases, directories, and other sources for producing sales.
6. Secures new tourism business for the region through research, direct mail, telephone and email solicitation, social media and direct sales calls, either in-person or electronically.
7. Prepares fiscal year convention and trade show schedule, including budget expectations.
8. Coordinates/conducts meeting planner site inspections and bid presentations considering the Joplin region as a tourism destination.
9. Attends industry trade shows, marketplaces, industry, and statewide related events to attract tourism opportunities for the CVB.
10. Prepares customized bid packets and itineraries; delivers bid presentations to clients.
11. Develops and participates in CVB tours, client site tours, and sales missions along with regional hospitality partners.
12. Maintains statistical data pertaining to booked and concluded conventions, and their regional economic impact.
13. Contributes effectively to the CVB Department; communicates effectively with co-workers, both within CVB as well as outside the department. Maintains satisfactory attendance to ensure duties are performed without negatively impacting co-workers or delivery of service to the public.
14. Participates in the development of the department's annual budget and serves as the subject matter expert for certain budget requests included in the departmental budget. Reviews and recommends budget expenditures for non-personnel costs, to the Department Director to ensure spending is

minimized and services are maximized throughout the fiscal year, in compliance with the City's purchasing policies and procedures, and are authorized in the budget.

Other Duties

- Attends and participates in professional group meetings as required.
- Travel is required, including some overnight travel.
- Attends and participates effectively at departmental staff meetings.
- Maintains the confidentiality of files, records, reports as required by law, City policy, and procedures.
- Performs other duties as assigned.

Minimum Qualifications

Knowledge of: CVB organizations and partners; the City of Joplin's strengths, opportunities and limitations regarding event hosting; policies and guidelines of the City of Joplin, including the City Charter; successful negotiation and sales techniques within the tourism industry; general office management principles and practices; and computer systems applications; Microsoft Office Suite.

Skill in: Developing and maintaining positive working relationships with the community as well as the tourism industry; developing professional marketing materials; delivering polished presentations in multiple formats such as in-person, on-line, and telephonically; developing thorough and accurate proposals to bid specifications and proposals; Microsoft Office Suite.

Education: Graduation from an accredited college or university with a Bachelor's degree in Tourism, Hospitality, Business Administration, Marketing, or related discipline.

Experience: Three years of direct sales management or equivalent experience is required.

Licenses and Certifications: Possess and maintain a valid state issued driver's license.

Physical Demands Requirements and Working Conditions

This is primarily an office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 20 pounds.

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset members of the public or their representatives while enforcing departmental policies and procedures.

Miscellaneous Requirements

Requires successful post-offer completion of a background investigation, physical exam, and drug test as a condition of employment with the City of Joplin.

Revision Date: 11/01/2021	Type of Change: Update position
Revision details: City-wide job description revision and updates.	