

Schenectady County Tourism and Convention Bureau, Inc.

Job Posting

Position: Director for Sales and Marketing

Reports To: Executive Director

Come join our team and become a part of a new and exciting initiative!

The Schenectady County Tourism and Convention Bureau, Inc. (TCB) is a newly created agency responsible to promote and market Schenectady County as a destination. Schenectady County, New York is undergoing major redevelopment, including, the expansion of its arts and entertainment venues including Proctors Theatre, the rebirth of downtown Schenectady, many new hotels and restaurants, and most recently the development of Mohawk Harbor including the February, 2017 opening of Rivers Casino and Resort project.

Job Overview: Promote and sell Schenectady County as a leisure, meetings and conventions destination. Be part of a team developing and promoting Schenectady County's assets as a tourism destination. Achieve specific lead generation room night goals.

Duties and Responsibilities:

- Assists in the development of the newly established Tourism and Convention Bureau.
- Coordinates the development of a strategic destination marketing plan and implements the marketing plan initiatives.
- Represents the Bureau, its partners and the community at trade shows, meetings and functions.
- Develops and delivers verbal and written presentations to clients and stakeholders.
- Focuses sales effort on high yield target markets.
- Works closely with partners to prepare and present bids to organizations to book events.
- Solicits and coordinates hotel and convention center cost projections, and organizes facilities packages for meeting planners' consideration.
- Creates and maintains client database and documents all sales activity utilizing industry software.
- Achieves room night goals of definite leads and room nights.
- Develops and maintains professional relationships with clients through tradeshow participation, networking, direct mail, telephone, or personal sales calls to promote Schenectady and develop awareness of the destination.
- Develops focused account selling strategy; determines competitor business and pursues accordingly.
- Continuously builds database through solicitation of potential new clients.
- Conducts follow up on leads received from trade shows and other sources, and responds to requests by sending/delivering requested information and assisting with special requests.
- Attends pre & post convention meetings and maintains ongoing communication with clients during their events/meetings.
- Develops, coordinates and conducts site visits with clients showcasing facilities and attractions.
- Maintains relationship with partners and insures bureau partners are represented to the planner and conference participants.
- Implements sales programs to bring events into Schenectady County.

- Participates in the development and maintenance of a strong and integrated multi-media marketing system.
- Makes written or personal presentations to boards of directors, convention delegates or site selection committees across the United States as needed in order to book an organization at a Schenectady Convention site.
- Maintains research on competition regarding their marketing and sales strategies.
- Markets the Schenectady tourism, arts and leisure experience under an allied brand developed and promoted by the Bureau.
- Sustains ongoing, tangible evidence of market penetration utilizing all sales tools and techniques.
- Develops and directs annual Schenectady destination marketing plan.
- Submits annual sales budget proposal to Executive Director outlining promotion direction for upcoming year.
- Develops appropriate marketing and sales tools and pertinent marketing materials.
- Identifies organizations that are a good fit for our hospitality industry and cultivates the relationship.
- Assist in the development of and marketing of tourism assets within Schenectady County.
- Reinforces hospitality stakeholder unity and adds depth to the visitor experience.
- Collaborates with bureau partners and industry leadership to create united messaging to enhance public understanding of tourism's important role in Schenectady economy.
- Attends partner events to maintain strong industry ties.
- Reports marketing efforts to the Board on a regular basis.
- Other related duties which may be necessary or desirable to support the Bureau's success.

Requirements

- Minimum of five years tourism/hospitality industry sales experience.
- Strong analytical skills to be able to determine quality of business and best suited business opportunities for Schenectady County tourism partners.
- Excellent organizational and oral and written communication skills.
- Skill and ability to write and initiate marketing and budget plans.
- Knowledge of computer software, including Microsoft Outlook, Word, Excel and CRM.
- Ability to prioritize tasks and work in a fast paced environment.
- Frequent travel required and some evening and weekend hours
- Ability to fly, drive a car, maintain a valid driver's license and lift 50 lbs. throughout employment.

Salary and Benefits

Commensurate with experience.

Application Process

Please submit resume and cover letter by e-mail to Jeff McDonald, President of the Schenectady County Tourism and Convention Bureau, Inc. by **5 pm February 1, 2017** at:

c/o Ryan Gregoire

Ryan.Gregoire@SchenectadyCounty.com

Should you need additional information, please contact Ryan Gregoire at 518-388-4355.