



JOB DESCRIPTION: Director of Sales & Services

STATUS: Full Time - Exempt.

SUMMARY: The Director of Sales and Services is responsible for leading the aggressive development and implementation of sales strategies and tactics with the objective of attracting visitors to the Siouxland region. This position leads the general sales efforts of Explore Sioux City to promote and sell the Siouxland region.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Primary external responsibility is the promotion of the Siouxland region as a conference, convention, leisure, and sports destination.
- Responsible for prospecting for new business and identifying new opportunities, and the development of a plan to maintain consistent communication with prospective clients.
- Evaluate RFPs and work with regional facilities and hotels to fulfill bids. Follow up to the point of contract or until the bid opportunity is lost.
- Develop written and/or electronic bids for presentations to prospective clients as well as making oral presentations.
- Follow up on lead sources by inquiry, trade show participation, trade publications, FAM trips and sales missions.
- The generation of overnight stays in the Siouxland region and its partner hotels are the top focus with day trips as an important secondary initiative.
- Attending trade shows and conferences as required.
- Travel to specific market areas on individual sales calls.
- Keep all records for tracking business.
- Provides on-site Red-Carpet services to association, business, leisure, sports and SMERF (Social, Military, Education, Religions and Fraternal) groups hosting events in the Sioux City Region.
- Provides event planning and services required by event and meeting planners.
- Responsible for working with community stakeholders through all stages of planning and executing events or meetings, including coordination of facility and event logistics, transportation, special events, tours, and more.
- Maintain membership and participation in relevant trade organizations, industry meetings as well as community involvement in activities that are consistent with sales strategies.
- Maintain positive relationships with regional facilities, hoteliers, and service partners.
- Perform other incidental and related duties as required and assigned.
- Assist with creating content on social media platforms including Facebook, Instagram and TikTok.
- Provides exemplary customer service assistance internally and externally.
- Develop and maintain strong relationships and communications with community stakeholders.

KNOWLEDGE, SKILLS, and ABILITIES:

- Must have a passion for the Sioux City Region.
- Excellent communication and organizational skills.
- Highly detail oriented with superior organizational skills.
- Ability to manage multiple projects and objectives simultaneously and work under deadlines.
- Familiarity with different social media platforms including Facebook, Instagram and TikTok.
- Experience creating content for social media channels.
- Excellent interpersonal skills and the ability to establish and develop relationships.
- Must be able to relate favorably to a fast-paced and changing work environment.
- Ability to work a flexible schedule as needed.
- Ability to make decisions independently with good judgment.

REPORTS TO: Executive Director

EDUCATION, EXPERIENCE AND OTHER REQUIREMENTS:

- Bachelor's degree in communications, interactive media, public relations, business, hospitality, marketing or similar OR 2-5 years' experience relative to the position which provides the required knowledge, skills, and abilities to perform the essential functions of the position. Education and experience may be evaluated to meet minimum requirements.
- Knowledge of hospitality, leisure travel, sports and other related tourism industries preferred.
- Preferred candidates will have 1–3 years of sales experience in the hospitality, leisure travel, sports, or related tourism industries
- Must be free to travel to carry out the organization's goals to include nights, weekends and holidays as needed.
- Must have a valid driver's license, reliable transportation, and proof of automobile insurance.

WORK AND PHYSICAL REQUIREMENTS:

- Work environment: normally a typical office environment with people, with minimal exposure to excessive noise or adverse environmental issues, with occasional outdoor exposure to heat, cold and environmental elements.
- Physical demands: manipulate, handle, feel, and control items or equipment. Able to read, write, and interpret written documents. Occasionally lift up to 25 lbs. and transport equipment and materials for use in work tasks.

SUPPLEMENTAL INFORMATION:

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not intended to be an exhaustive list of responsibilities, duties and skills required. This job description does not constitute an employment



agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and the job requirements change.

APPLICATION PROCESS

All application documents should be submitted via email to tyler@exploresiouxland.com and include:

- Cover letter with salary requirements
- Resume
- Three professional references including names and contact information