



Director of Sales & Marketing

Position Summary:

Reporting to the SVP of Sales & Marketing, the Director of Sales & Marketing will be responsible for providing leadership, direction, and guidance to the Sales & Marketing team. He/she will assist with the development and implementation of the Center's sales and marketing strategies. Through effective relationship building and account management, he/she will be responsible for contributing significantly to the economic impact of the City and State of New York and to maximize sales revenue and profitability for the Center.

Duties & Responsibilities:

- Collaborate with SVP of Sales & Marketing to develop and implement sales and business plans that align with Center overall mission and vision statements.
- Manage designated sales team and activities to secure new and repeat business align with the Center's objectives, meet sales goals and maximize other service revenues.
- Work with NYC & Company, local hotels, third party planners and other destination management companies to solicit short and long term new business.
- Solicit new business for the Center through, but not limited to: sales calls, tradeshow and meeting participation, RFP, and bid presentations, on-site inspection tours, and social media.
- Responsible for generating new trade shows, conventions and special events. Working together with the appropriate internal service departments (i.e., IT, Set Up, Security, etc.) address all facets in the Request for Proposal (RFP), process by creating proposals and presentations suited to client's specific needs.
- Assist the SVP of Sales & Marketing in evaluating sales opportunities and challenges.
- Work with the SVP of Sales & Marketing with the development of the annual business plans, sales goals and budgets. Ensure that these plans are comprehensive and ensure they are executed throughout the year.
- Provide effective coaching to sales managers on the company's fundamental selling philosophies, strategies, systems and techniques which includes producing individualized development plans as directed.
- Monitor industry and economic trends as well as market competitors to support sales goals and business development strategies.
- Negotiate, confirm and process license agreements.
- Responsible for maintaining existing client relations and reviewing annual events.
- Resolve and review all challenges with sales personnel regarding issues such as competitive shows, date problems, or service issues.
- Maintain account list and history tracking and enter prospective leads in EBMS database.
- Provide customer feedback to related departments and management.
- Execute other duties and responsibilities that may be assigned by the SVP, Sales & Marketing.

Experience and Qualifications:

- Bachelor's degree in Business Administration, Hospitality Management, or related field.
- 7+ years' experience in hospitality/event sales management or related experience.
- Strong organizational skills and the ability to prioritize.
- Excellent written, verbal and interpersonal skills.
- Proven team leader with a high level of energy and motivation.

- Results oriented with an emphasis on both individual and team accountability.

Technical Skill Requirements:

- Proficiency in MS Office including Word, Excel PowerPoint and Outlook.
- Proficiency in EBMS software or other related database software.
- Some experience with Oracle.

Please send your resume to HR@javitscenter.com