

Job Description:
Director of Sales

Functional Title:	Director of Sales
Location(s):	New York
Job Level:	Director

Department Name:	Sales	Hiring Manager:	VP of Sales & Business Development
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Role Description

- Proactively manages, develops, executes and analyzes sales strategies to promote Bermuda as a leading meetings and group destination in line with organizational goals
- Proactively manages and administers sales policies and programs to foster and promote group business for Bermuda hotels and stakeholders through various BTA sales programs
- Represents Bermuda and BTA in its efforts to attract convention business and handle priority accounts for larger convention producers
- Reports to the VP of Sales & Business Development

Responsibilities:

- Develop and oversee the implementation of overall sales strategy for the organization including:
 - Help develop and implement annual sales plan, including tradeshow and promotional schedule
 - Manage all group sales areas of current and proposed budget(s)
 - Proactively manage and lead the team to achieve or exceed team goals including room nights, sales calls and sales leads as determined by the VP of Sales & Business Development
 - Develop cooperative programs, customer familiarization trips, sales missions, etc. with island hotels and hospitality industry to market the area and direct sales personnel in preparation for such
 - Work with the VP of Sales & Business Development on all monthly, quarterly and annual reports and be primarily responsible for interpreting/reporting on sales initiatives utilizing these reports
 - Collaborate with marketing to leverage advertising, marketing and promotion plans for the benefit of the group market
- Responsible for monitoring and managing the day-to-day activities of sales staff, contractors and systems to ensure optimal productivity and aggressive sales prospecting and conversion:

- Coordinate weekly in-house meetings with the sales team
- Coordinate periodic and timely sales meetings for entire sales team with the VP of Sales & Business Development
- Coordinate and monitor work flow including assigning, transferring and delegating accounts to sales managers and support staff to support the BTA goals
- Confer with sales department for proactive business solicitation and consistent management of data and documentation within CRM system
- Review all “definite” and cancellations from the sales staff in a timely manner to ensure accuracy, including a periodic audit of leads
- Work collaboratively with the Business Development team to support their leads
- Coach sales managers with account development, closing business, developing sales strategies and BTA procedures
- Answer employee questions, resolve work related problems and interprets BTA policies to staff to improve the quality and quantity of work performed within accountable areas
- Manage administrative duties such as performance appraisals, timesheets, expense reports, PTO
- Advocate on behalf of the BTA brand with external stakeholders and meeting professionals across all communications channels and vehicles
- Have a keen understanding of the BTA mission, vision and goals and the National Tourism Plan, including key initiatives, quick wins and timelines
- Represent the BTA professionally at company and client sponsored events
- Establish and maintain productive working relationships with BTA partners and stakeholders
- Perform other related duties, special projects and assignments as required

Qualifications (Training, Education & Prior Experience):

- Bachelors degree required; degree in Marketing, Business, Finance or related field preferred
- Minimum 8-10 years the travel and tourism industry. Hotel and DMO sales experience preferred, with extensive contacts in specialty corporate, incentive and association markets
- Extensive sales and leadership capacity; solid understanding and experience in the development and management of relationships across market segments
- Experience in hotel and travel contracting
- Excellent and established relationships with meeting professionals
- Knowledge of Bermuda and ability to confidently promote the island
- Team player, able to work with global cross-functional teams; independent work style, demonstrates initiative

- High energy with the ability to work well under pressure and tight deadlines in a fast-paced, changing environment
- Strong mathematical skills to analyze reports including conversion rates, business won and lost and return on investment formulas
- Strong writing, proof reading and editing skills
- Strong interpersonal skills, maturity, good judgment and be capable of communicating in a professional manner with a diverse range of individuals
- Efficient and proven organizational skills; detail oriented; proven problem analysis and resolution skills; exceptional analytical skills
- Proficient technology application skills: Advanced MS Office (Word, Excel, PowerPoint & Access), MS Outlook, major CRM systems
- Ability to work nights and weekends on a regular basis; reliable, dependable, flexible and responsive. Ability to travel
- Proven effective negotiating and persuasion abilities
- Strong leadership and interpersonal skills, must be able to work effectively at board level internally and with external client companies
- Demonstrated ability to convey a sense of urgency, openness to new ideas, inclusion & diversity, integrity, customer focus, and respect