

SENIOR NATIONAL SALES MANAGER

Visit Albuquerque | Must be located in DC, VA, or MD



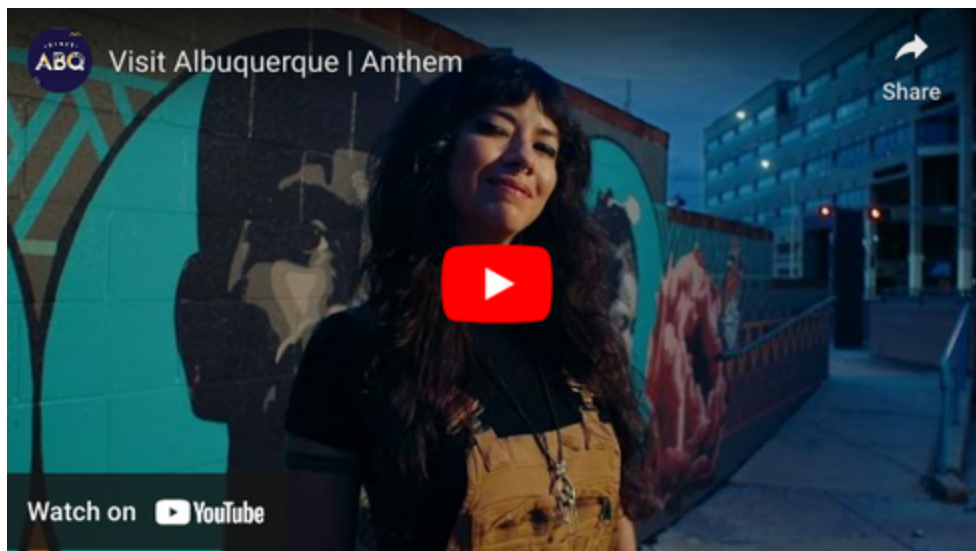
Albuquerque

— The Duke City —

Visiting Albuquerque allows you to experience the authentic Southwest. As one of the oldest cities in the United States, Albuquerque boasts a unique multicultural history and heritage. Native American, Hispanic, and Latino cultural influences are a part of everyday life. You will always know you're someplace special, whether you're eating at one of our traditional New Mexican restaurants, shopping at one of the thousands of shops and galleries around town, enjoying our world-class visual and performing arts, or playing on some of the best golf courses in the Southwest. Nowhere is the confluence of past and present more dramatic than here in Albuquerque, where the modern city skyline is set against a backdrop of the stunning Sandia Mountains and an endless, timeless blue sky.

When visiting Albuquerque, you'll find spectacular weather with 310 days of sunshine, perfect for outdoor activities, including biking, skiing, and hiking. Our incomparable weather and scenery also make Albuquerque the hot air ballooning capital of the world. Balloons dot our clear blue skies throughout the year, revealing a myriad of colors.

At night, Albuquerque is bathed in the glow of neon signs, relics of the city's role along historic Route 66. Locals and visitors enjoy kicking up their heels in our bustling downtown entertainment district, taking in a show by one of our international theater and dance companies, and visiting the many casinos surrounding the metropolitan area. Come experience the spectacular culture, abundance of activities, and breathtaking landscapes that are uniquely Albuquerque.



THINGS TO DO

Gorgeous mountains, kayaking and paddle boarding, hundreds of miles of bike trails, and hot air adventures, all within minutes of each other, mean exhilaration as far as you can see. Be floored by the natural beauty this city, 5,312 ft. above sea level, has to offer, and elevate your love of the outdoors.

With this much adventure, you'll need to wind down at some point. Albuquerque's local beer and wine choices put this high-altitude city a level above the ordinary. There are dozens of craft breweries and unique wineries that dot the Albuquerque landscape.

- [Arts & Culture](#)
- [Ballooning Rides & Air Adventures](#)
- [Casinos & Nightlife](#)
- [Sports & Outdoor Recreation & Fitness](#)
- [Spas & Wellness](#)
- [Tours & Sightseeing](#)
- [Zoos & Nature Centers](#)
- [Family Fun & Kids](#)
- [Growers' Markets](#)
- [Shopping](#)
- [Events](#)

CONVENTIONS AND MEETINGS

Albuquerque has [several hotel districts](#), all within 20 minutes of the airport. Many hotels offer a distinct New Mexican atmosphere, allowing attendees to immerse themselves in the rich culture and hospitable charm of the city. These hotel districts comprise Downtown, Old Town (located one mile from Downtown), Uptown, Midtown/University, Westside, and Balloon Fiesta Park/North I-25. Albuquerque's full-service hotels comprise over 3,000 hotel rooms and over 220,000 square feet of meeting space. The Albuquerque area offers more than 17,000 hotel rooms.

The ASM Global-managed [Albuquerque Convention Center](#) is a multi-purpose complex with over 600,000 square feet of flexible indoor/outdoor meeting and exhibit space, including 270,000 square feet of indoor meeting and exhibit space and 106,200 clear-span space. Located in the heart of Albuquerque's vibrant downtown, the center is less than five miles away from the airport, and approximately 1,000 hotel rooms are within walking distance. The convention center completed a \$25 million renovation in October 2014, which included a new ballroom, back-of-the-house improvements, and a new look that is more representative of Albuquerque's history, art, culture, and environment.

With more than \$300 million in recent hospitality investments – including new and renovated hotels, new restaurants and retail shops opening in the city's entertainment districts, and a once-in-a-generation-renovation project underway at the Albuquerque International Sunport – there has never been a better time to connect with Albuquerque.

ABOUT VISIT ALBUQUERQUE

As the official destination organization for the city, Visit Albuquerque is responsible for promoting Albuquerque as a competitive and world-class leisure, meeting, convention, and sports destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, Visit Albuquerque strengthens the city's economic position and provides opportunities for people in the community.

Our vision is to be recognized and respected as a leading tourism marketing organization and to achieve economic vitality and success through integrity, enthusiasm, and creative involvement in the promotion of Albuquerque as a world-class destination. Visit Albuquerque is proud to be accredited by the Destination Marketing Accreditation Program (DMAP) of Destination International.



POSITION SUMMARY

The main function of the Senior National Sales Manager is to promote and sell Albuquerque as a prime convention and meeting destination and booking conventions to stimulate Albuquerque's economic development. This is accomplished through daily prospecting efforts, industry events, and various client contact opportunities.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Exercises discretion and independent judgment in the stimulation of economic growth for the destination by marketing the city of Albuquerque as a meeting and convention destination.
- Generates new business through personal sales calls, phone calls, direct mail, e-mail, and other sources to achieve assigned room night production goals.
- Solicits, coordinates, and prepares hotel proposals and bid documents to be presented for meeting planners' consideration.
- Maintains and replenishes prospecting client pipeline to consistently include a number of clients as assigned.
- Consistently meets or exceeds sales goals.
- Develops and maintains professional relationships with clients and Visit ABQ partners.
- Attends virtual and out-of-town tradeshows, sales missions, networking meetings, and local meetings to solicit convention business.
- Conducts ongoing research on potential groups that may be a good fit for Albuquerque using analytical tools to determine whether to pursue those opportunities.
- Writes bid proposals for client consideration of Albuquerque for conventions and meetings.
- Composes marketing presentations to local members of national and regional associations and corporations, given by telephone, email, or in written format, to enlist their aid in booking future conventions.
- Select appropriate marketing materials to accompany and augment written or personal presentations to boards of directors, convention delegates, or site selection committees across the United States in order to win Albuquerque's selection as an event site.
- Evaluates and recommends what amenities and incentives will be offered to potential clients to assist with their selection and provide the necessary marketing material to encourage their decision.
- Performs a wide range of administrative tasks related to servicing conventions and clients, including correspondence, copying, posting data, coordination, and shipment of collateral and tradeshow booth, preparing and delivering in-room gifts, and distributing Visitors Guides and promotional material as needed to booked and non-booked groups.
- Prepares and requests in-kind request forms for services provided by partners.
- Must have a strong working knowledge of the city of Albuquerque with a deep understanding of hotel, venue, and off-site capabilities.
- Uses computer and software to manage account base.
- Continually networks with existing clients in search of new client referrals.
- Maintains a strong broker role in the negotiation process of all qualified leads in an effort to increase the conversion ratio.
- Maintains regular contact with existing clients in order to understand business changes and nurture strong rapport with them.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Occasional overnight, weekday, and weekend travel is required, and must be able to be available for non-traditional work hours on occasion.
- Responsible for pre-planning, target marketing, and pre-and post-mailers for trade shows.
- Coordinates and conducts in-person and virtual site tours for qualified meeting planners, highlighting facilities and attractions in the city.
- Coordinates and participates in Buyer Education Trips (BETs) programs for groups of meeting planners from across the country. Responsible for inviting qualified clients to each BET.
- Assists meeting planners with referrals to local service providers.
- Handles special projects as assigned and supervises the budget for each project.
- Analyzes tradeshow values to make recommendations regarding the best return on the company's investment.
- Must have reliable transportation and be able to travel to visit off-site appointments.
- Must have valid registration, appropriate insurance, a good driving record and possess a valid driver's license.
- Must maintain a professional appearance at all times, keeping within industry standards.
- Demonstrates professional and ethical conduct at all times in accordance with organization policy.
- Contributes to a positive workplace environment by demonstrating superior customer service skills in dealing with internal and external customers, speaking positively when referring to Visit Albuquerque, and acting and speaking in a courteous and professional manner at all times.

QUALIFICATIONS

- A bachelor's degree from a four-year college or university with at least five (5) years specifically related sales experience or an equivalent combination (10 years) of education and experience. Direct experience in DMO sales is highly preferred.
- Must reside in Washington, D.C., Maryland, or Virginia.
- Knowledge and appreciation of Albuquerque, its hotel products, and destination venues.
- The ability to perform outside sales functions.
- The ability to learn and be proficient with industry-specific software (Simpleview) is required.
- Advanced knowledge of MS 365, including Outlook, Word, Excel, PowerPoint, and Teams.
- Must be able to prioritize multiple responsibilities and meet deadlines.
- Strong analytical skills to be able to determine the quality of business that results in the best-suited business opportunities.
- Demonstrated ability to develop client relationships,
- Demonstrated exceptional written, verbal, and presentation communication skills.
- Must be able to write and initiate marketing and budget plans.
- The ability and willingness to make routine decisions independently.
- Continual improvement of hospitality, convention, and tourism knowledge.
- Excellent interpersonal and presentation skills.
- Demonstrated sales and negotiation skills.
- Demonstrate professional and ethical conduct at all times in accordance with Company policy.
- Demonstrated ability to effectively present information and respond to questions from groups, clients, customers, and the general public.
- Must be well groomed and maintain a professional appearance at all times in keeping with industry standards.

If interested in learning more about this great opportunity, please send your resume to one of our SearchWide Global Executives, Nicole Newman or Kellie Henderson.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.



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