

SENIOR VICE PRESIDENT, CITYWIDE SALES

Nashville Convention & Visitors Corp | Nashville, TN





NASHVILLE

Music City

Music is the Universal Language. There's no better place to experience music than Nashville, a city of storytellers and dreamers, where all are welcome with an authentic, friendly, creative spirit. Come discover all the city has to offer and write your own Music City story.

Creativity is the heart and soul of Music City, and there's never a shortage of inspiring things to do. From new sounds that fill our speakers to old songs that fill our hearts, Nashville has the [musical attractions](#) to honor both past and present. Even Nashville's creative community spills out into an [art scene](#) filled with art galleries, theaters, and performance stages. Step back into time to learn about Nashville's [history](#) or explore a Nashville [museum](#) to discover artifacts, memorabilia, and more. From [tours](#), [music](#), and the [arts](#) to [food](#), [sports](#), and [shopping](#), there is an "only in Nashville" experience waiting for you.

Neighborhoods

[12South](#) [Antioch](#) [Belmont/Hillsboro](#) [Berry Hill](#) [Downtown Nashville](#) [Donelson/Hermitage](#) [Germantown](#) [East Nashville](#)
[Melrose](#) [Midtown](#) [Music Row/Demonbreun/Edgehill](#) [Opryland/Music Valley](#) [Sobro](#) [Sylvan Park](#) [The Nations](#)
[Wedgewood-Houston](#)





ABOUT THE NASHVILLE CONVENTION & VISITORS CORP

The Nashville Convention & Visitors Corp brands, sells, and markets Nashville as Music City to the world as a premier entertainment destination for travelers who seek authentic and unique leisure and convention experiences. Locals rarely see our work, but they enjoy our results from the economic activity generated by the industry.

Hospitality in Music City is a \$9.97 billion industry, generating one-third of all visitor spending in the state of Tennessee. As one of Nashville's largest industries, there are approximately 70,000 hospitality jobs in the city. The industry is an economic engine, creating more than \$612 million in state and local taxes.

We have Sales staff based in Nashville, as well as satellite offices in Chicago, Atlanta, Washington D.C., Philadelphia, San Francisco, Los Angeles, Denver, and Dallas – where our key client set is based. To promote Nashville as a convention and tourism destination, we participate in tradeshows, conduct site visits, and coordinate appointments and events for our members to interact with clients in key markets where our clients are based.

Our Marketing team encompasses several areas, including advertising, promotions, creative services/branding, digital marketing, research, public relations, social media, events, visitor services, convention services, housing services, membership, and partner marketing.

In Public Affairs, we service our community through corporate communications, government affairs, workforce development, and training.

The NCVC is governed by a 22-member board made up of outstanding community leaders who represent a diverse array of Nashville businesses and who selflessly give their time for the economic development of Music City. [See who's currently serving on our Board of Directors.](#)

VISION

Nashville will continue to be a premier domestic and international entertainment destination for travelers who seek leisure and convention experiences.

MISSION

To maximize the economic contribution of the convention and hospitality industries to the total community by marketing and developing Nashville as a premier domestic and international destination.

BRAND PROMISE

The promise of Nashville – where the music is inspired, created, recorded and performed - is to provide the ultimate musical entertainment experience, celebrated through our diverse cultural, creative, and entertainment offerings, and presented in an authentic, unique, friendly and unpretentious atmosphere.

PERFORMANCE GOALS

The Nashville Convention & Visitors Corp (NCVC) is a performance-based, non-profit organization. All initiatives are measured against annual performance goals, which are implemented and monitored by the NCVC Board of Directors.

POSITION SUMMARY

The Senior Vice President, Citywide Sales will work in coordination with the Chief Sales Officer to ensure the sales team has the support and tools to achieve assigned goals. Ultimately, the position will aid in the facilitation of attracting new meetings and groups of all sizes, demographics, and interests to Nashville. This is a full-time, Nashville-based office position.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Assist in managing/directing the citywide sales team's working book of business.
- Work closely with our research team to develop a data-based strategy.
- Implement and monitor ongoing sales solicitation programs that are measurable.
- Meet regularly with member hotels and various partners.
- Assist in guiding sales process and procedure.
- Assist in setting individual sales goals.
- Monitor progress of lead generation, bookings, prospecting and solicitation calls via the company CRM - audit and report on the same.
- Proactively alert CSO to issues and proactively suggest solutions to maintain pace toward achieving goals.
- Travel as needed to participate in trade shows and sales missions.
- Ensure membership commitments are fulfilled as it relates to the sales department.
- The position will directly supervise the NCVC citywide sales team and be responsible for the performance evaluation, professional development, and day-to-day leadership of designated direct reports.

QUALIFICATIONS

- Extensive knowledge of the hospitality industry with an emphasis on CVB or hotel background.
- Strategic vision and experience driving sales teams.
- Track record of meeting/exceeding team goals.
- Excellent presentation skills.
- Relationship builder with clients, vendors, community members, and all organizational stakeholders; demonstrates credibility in all interactions and the ability to effectively build a network of contacts.
- Has the ability to work with others on a team, offers support and mentorship, provides assistance to others when needed.
- Reliable, dependable, flexible, and responsive.
- Technology-based skillset to include knowledge of Microsoft Office software programs (Outlook, Excel, Word, Teams, etc.) CRMs, expense reporting programs, and other internal and external software prospecting resources.

KEY CHARACTERISTICS

- Outgoing
- Politically astute
- Open communicator
- Strategic
- Leader
- Collaborative



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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, 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.