

SENIOR SALES MANAGER

Visit Cincy | Remote, based in the mid- Atlantic region





CINCINNATI

Where Cultures Unite

There's something inviting about the Cincy Region. Here, Midwest friendliness meets Southern charm. This is where a vibrant urban setting gives way to green spaces and waterways. You can sample our world-famous Cincinnati chili or indulge in innovative, buzzworthy local cuisine. Marvel at cutting-edge street art or travel Northern Kentucky's bourbon trail. Discover a region that reveres history yet pursues constant reinvention. Cincy Culture isn't just one thing. But you have to be here to experience it for yourself.

Regions

Sure, part of what we call the Cincy Region is actually Cincinnati proper, and another part is just across the river in Northern Kentucky, but we're all family here! Together, we offer a collision of cultures: Southern and Midwestern, big city vibes and neighborhood friendliness, classic performing arts, and dynamic street art. Here's an overview of just what each part of the Cincy Region has to offer.

[North](#) [West](#) [East](#) [The Corridor in NKY](#) [Downtown](#) [Uptown](#) [Florence](#) [Newport](#) [Covington](#)

Things To Do

The Cincinnati Reds, Skyline Chili, museums, the Cincinnati Ballet, craft beer, bourbon, the list goes on. Depending on who you ask, the Cincy Region is known for a lot of things. More importantly, there's an abundance of things to do in Cincy.

Whether you're on a mission to meet our beloved Fiona at Cincinnati Zoo & Botanical Garden, cheer on the home team at Great American Ball Park, explore Mainstrasse Village, seek inspiration from the vibrant art and music scene, taste your way through Over-the-Rhine's unique eateries and breweries, museums and more, it's easy to fill your days in Cincy. Cincy Culture is everywhere, and you've just gotta be here to see it, taste it, and revel in it.

[Attractions](#) [Arts & Culture](#) [Family Fun](#) [Outdoor & Recreation](#) [Events](#) [Bars & Nightlife](#) [Downtown](#) [Shopping](#)

About Visit Cincy

Visit Cincy is a destination marketing organization that drives travel to create ongoing economic impact and vitality for the Cincy Region's people, businesses, and communities in which we serve.

Whether for leisure travelers or meeting professionals, Visit Cincy promotes distinctively memorable experiences that attract, delight, and connect people to the diverse heritage, rich history, deep culture, and values that are uniquely Cincinnati.

Our overall goal: supporting the residents of the Cincy region through increased tax revenue and direct spending in area businesses by visitors, meeting planners, and convention goers. This goal is accomplished through strategic sales, marketing, event services, destination leadership, diversity and inclusion initiatives, and tourism industry engagement strategies.



POSITION SUMMARY

The Senior Sales Manager is responsible for proactively managing existing accounts and aggressively identifying, networking, prospecting, and developing new business opportunities via telephone, video conferencing, personalized B2B email campaigns, electronic media, trade shows, sales calls, and entertainment.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Travel to Cincinnati on a regular basis to attend key meetings and client events, assist with site inspections, etc.
- Maintain accurate and up-to-date knowledge of Cincinnati's hospitality facilities, differentiating selling points, CVB value proposition, and how to use that information to sell against the competition.
- Maintain effective working relationships with our hotels, meetings & convention facilities, hospitality partners, and regional venues.
- Manage and document new and existing business sales activities within the CRM.
- Develop and complete a strategic action plan to ensure sales activities, new leads, and definite booking goals are achieved.
- Demonstrate ongoing usage of the Visit Cincy CRM, MINT, Readerboards, and other relevant databases to identify potential accounts for downtown and the north region while adding high-value target accounts to our Top 50 Convention District target list.
- Proactively manage existing accounts and aggressively identify, prospect, and network for new business opportunities from all market segments via telephone, video conferencing, personalized B2B email campaigns, electronic media, trade shows, sales calls, and entertainment.
- Lead potential customers on creative and personalized virtual site tours to increase their interest in Cincinnati and consider us for an upcoming site inspection and RFP.
- Be the face of Visit Cincy in the mid-Atlantic and key East Coast cities by regularly attending and presenting Cincinnati at local industry events (MPI, PCMA, etc.), meetings, conventions, and committees.
- Regularly network and entertain with existing and new potential clients, site selection committees, customer boards, and 3rd party partners.
- Be the sales lead for inbound mid-Atlantic and East Coast sales missions and client events.
- Request, budget, and gain approval to attend relevant outbound industry tradeshows, sales trips and networking events.
- Ensure timely and effective planning for each sales trip by submitting pre-trip reports and including all relevant sales & marketing team members and partners in planning meetings.
- Document, track, and analyze tradeshow results to determine the actual ROI.
- Partner with Convention Services to effectively manage on-site group service needs and understand the immediate next steps for a rebooking.
- Prepare and submit accurate and timely expense budget reports and identify variances to the approved budget.

QUALIFICATIONS

- Four-year degree from an academic institution.
- A minimum of 5 years of experience directly and successfully managing mid-Atlantic-based accounts.
- Effective self-management, motivation, and strategic sales qualities.
- Experience collaborating on sales marketing initiatives in a hotel or CVB.
- Excellent communication and organizational skills.
- Willing and able to work evenings or weekends as appropriate based on client and office demands.

KEY CHARACTERISTICS

- **Communication** - Communication refers to the ability to inform orally and in writing with clarity and good effect. It means to understand clearly and quickly when instructions or orders are received. It means judgment about what information is important and what is not, and what should be communicated, how, to whom, and when.
- **Critical Thinking** - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. Ability to think strategically, set short and long-range goals, implement plans, manage projects, perform analysis, and make recommendations to key leadership and executive staff.
- **Professionalism** - Presents oneself in a professional manner; Shows respect towards others; Consistently places needs of customers first; Displays honesty and integrity both inside and outside the workplace. Identifies customers' needs and explains services clearly. Handles difficult situations.
- **Directing Others** - Is good at establishing clear directions. Sets stretching objectives. Distributes the workload appropriately. Lays out work in a well-planned and organized manner. Maintains two-way dialogue with others on work and results. Brings out the best in people. Is a clear communicator.
- **Impact and Influence** - Refers to the ability to pursue and wins support for ideas. Displays ability to influence key decision-makers. Achieves win-win outcomes. Uses authority appropriately to accomplish goals. Addresses divergent opinions.



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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.