

# DIRECTOR OF SALES

Visit Lubbock | Lubbock, TX





# Lubbock

The Capital of  
West Texas

With a regional population of nearly 650,000, Lubbock is a thriving city with a robust cultural scene, a collaborative small business community, and an impressive 17-minute commute. Locals and visitors alike find the community to be welcoming and opportunistic. With 6.9 million annual visitors, approximately 7,000 hotel rooms, and nearly 600 restaurants, the Hub City draws people in throughout the West Texas region, eastern New Mexico, and parts of Oklahoma. Home to the Lubbock Preston Smith International Airport, the city is widely accessible by direct flights through Southwest, American, and United.

Equidistant from the mountains of New Mexico and the major metropolitan areas of Texas, Lubbock sits upon the South Plains of the Llano Estacado near the Texas Panhandle. Lubbock has fantastic weather, boasting 265 days of sunshine a year, and with the area lakes and being a short drive from Palo Duro Canyon, Lubbock is the ideal destination for outdoor enthusiasts. At 3,200' elevation, Lubbock has a semi-arid climate where the warm summer temperatures are relieved when the sun sets, leaving plenty of the evening to enjoy a patio with friends and family.

A big college town, Lubbock is home to four universities, including Texas Tech University and a junior college, where there is always something fun to do. Whether it's the great culture, ongoing and affordable community events and activities, or the active sports scene, Lubbock has a vibrant and dynamic atmosphere throughout the community.

From Broadway shows at The Buddy Holly Hall of Performing Arts and Sciences to the acoustical performances at the Blue Light, Lubbock is also known for its entertainment scene. As the birthplace of Buddy Holly, the city is rich in musical heritage and continues to put forth acclaimed musical talent. Art lovers are enthralled by the vibrant art scene exhibited through various galleries and on display monthly at the First Friday Art Trail, which brings in thousands of people every month, rain or shine.

Regardless of your stage of life, Lubbock offers the ideal pace of life for everyone. With plenty of flexibility to create an enviable work/life balance, the Hub City is known for its 'big city' amenities and 'small town' feel.

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## About Visit Lubbock

Established in the late 1970s, Visit Lubbock is Lubbock's official Convention & Visitors Bureau, which is charged with increasing the activity of leisure, sports, meetings, and convention travel to Lubbock. Since 2004, Visit Lubbock has booked more than 3,579 events or conventions, resulting in 2.86 million visitors, 943,570 room nights, and \$297 million in direct economic impact to the Lubbock area.



## POSITION SUMMARY

The Director of Sales is responsible for effectively marketing Lubbock as a tourism destination in order to generate a positive economic impact for the city. Managing and leading the sales and services department. This position is also responsible for identifying market opportunities, developing long and short-term marketing and sales strategies, and developing training programs for sales managers with the objective of attracting convention business, meeting, and group business while maintaining high confidentiality for sensitive information received pertaining to convention and meeting prospects.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assumes responsibility for the administration and operations of the Visit Lubbock Sales Department.
  - Oversees the development of short and long-term goals and objectives for the Sales and Servicing staff.
  - Lead, mentor, and train the sales team to achieve quarterly and annual goals.
  - Submits and manages departmental budget.
  - Reports monthly to the Board on behalf of the department.
  - Maintains efficiency in the department via software and technological upgrades relative to industry trends.
  - Manages all booking reports, bid presentations, and site inspections conducted by the department.
  - Create and submit Quarterly Reports to the CEO.
  - Analyzes monthly reports from Smith Travel Research and creates and distributes STR Analysis to industry partners.
- Maintains close working relations with area hotels and municipal facilities and serves as liaison between the client and these facilities; conducts meetings with hotel sales and management professionals in the area.
  - Establishes and maintains rapport with hotel management and other corporate decision-makers.
  - Establishes and maintains rapport with Texas Tourism staff and other travel-related allies.
- Assists in the development of a marketing plan and strategies to promote Lubbock and/or an event.
  - Develops promotional sales materials for convention marketing.
  - Oversees the segmentation of markets and the analysis relative to the destination.
  - Compiles and distributes a convention calendar and updates to bureau partners.
  - Works closely with the communications department in all convention-related promotional and advertising projects.
  - Approves all communications pertaining to the department before distribution.
- Identifies market opportunities in order to solicit conventions and meet business for Lubbock.
  - Proactively seeks out prospective Association, SMERF, corporate, and group tour markets by a combination of cold-calling, travel, and following up on leads, with the ultimate goal of finalizing convention and meeting contracts and active participation of carrying out those contracts
  - Maintains current contacts and establishes new contacts through telemarketing, sales calls, sales blitzes, trade shows, and direct mail.
  - Extensive travel involved including sales trips in order to generate new leads, developing relationships with current clients, and attending monthly industry meetings and events.
  - Attends trade shows as a representative of the City of Lubbock; develop theme, arranges for give-a-ways, establishes leads, follows up on leads, and tracks R.O.I.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops cooperative programs, familiarization trips, and sales missions with area hotels and the hospitality industry to market the area as needed.
- Attends conferences and tradeshows to promote the city as a convention and meeting destination and gain education regarding the industry.
  - Oversee membership in pertinent convention/meeting/exhibition trade organizations.
  - Represents the Bureau for statewide and nationwide meetings/convention-related committees and organizations.
- Directs and trains sales managers in all matters pertaining to convention sales; maintains periodicals and sales tools for sales staff.
  - Provides sales training and assistance to department staff. Coordinates and travels with department staff as needed in order to facilitate training objectives.
  - Delegates markets to sales staff.
  - Oversee sales incentive program for the sales staff.
  - Maintains statistical data pertaining to conventions and sports events held and booked and their economic impact on the community.
  - Conduct weekly sales meetings with the department staff to discuss upcoming conventions, outstanding leads, and special projects.
- Assumes responsibility for establishing and maintaining effective communication and working relations with internal staff and management.
  - Keeps CEO and/or other appropriate Directors/staff informed of local activities and of any significant problems.
  - Keeps CEO and/or other appropriate Directors/staff properly apprised of the status of tourism projects and ensures that deadlines are met.
  - Acts as a representative of Visit Lubbock in various roles within community organizations.
  - Remains informed about other projects within the organization and assists when needed.
- Performs other duties as assigned.

## PERFORMANCE MEASUREMENTS

- Meetings and events are planned in detail and are executed as smoothly as possible.
- The prescribed amount of travel and appointments are undertaken each year, with appropriate follow-up and relationship building.
- Itineraries are planned, calling upon local allies to showcase Lubbock.
- Demonstrates commitment to Visit Lubbock's philosophies and policies, including those regarding hours of work, punctuality, and confidential information.
- Maintains knowledge of the local tourism industry, utilizing industry leaders as resources with prospects.
- Maintains good relations with tourism partners, corporate decision makers, TACVB, and tourism staff members and allies when called upon for assistance and for prospect leads.
- Able to address questions related to current events and how they affect Lubbock and Visit Lubbock's efforts.
- Maintains knowledge of current laws, rules, and regulations governing the corporation.
- Maintains organized records of activities and work done with companies to facilitate easy access to info for tracking purposes and to memorialize the sequence of events.
- Effective communication and coordination exist with sales and servicing staff, as well as the Communications and Sports Services Department.
- Operates within the set budget for the sales and servicing departments.

## QUALIFICATIONS

- A Bachelor's degree in related field is required.
- Five years experience in hotel or CVB management.
- The Ability to work effectively with tourism executives to facilitate their location decisions.
- The ability to communicate orally and in writing effectively with business executives, public officials, and the general public.
- The ability to be a team player and to work harmoniously with both internal and external contacts.
- Self-motivated, results-oriented individual able to work with minimal supervision and direction.
- Knowledge and understanding of tourism principles and event planning process related to convention selection decisions.
- Able to sell and close deals.
- Experience in the preparation, review, and analysis of bids, annual reports, contracts, and other business documents.
- The ability to write complex sentences, using proper punctuation and use adjectives and adverbs.
- The ability to communicate in complex sentences using normal word order with present and past tense and a good vocabulary.



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

**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.**