



VICE PRESIDENT OF SALES

Visit Virginia Beach | Virginia Beach, VA



Virginia Beach

LIVE THE LIFE

There is no “beach season” here. In Virginia Beach, every day is the perfect day to stretch your legs – and your imagination. Slow down, breathe the fresh air, taste nature’s bounty, make new friends and spend quality time with family. In Virginia Beach, our locals Live the Life every day. In fact, we can’t wait to share our way of life with new friends. It’s no secret that we are known as one of the happiest communities in the country. Exciting moments are part of everyday life here. And sharing that excitement and building lasting memories by connecting with other people is what we do best. We’re happy, so our smiles are genuine.

Life here is good because of all the natural beauty that surrounds us perfectly paired with a flourishing local culinary scene, rich history, a variety of arts and entertainment and family-friendly attractions that keeps our locals and visitors entertained year-round. Our unique districts are open and thriving year-round. From the lively Oceanfront area to remote Sandbridge beach, the calming Chesapeake Bay to bustling Town Center, or the eclectic Vibe creative district to our surrounding inland areas, your well-earned Virginia Beach vacation awaits you.

[Attractions](#) [Beaches & Districts](#) [Events](#) [On The Water](#) [Outdoor Activities](#) [Pet-Friendly](#) [Shopping](#)
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About Visit Virginia Beach

We are the official destination marketing organization for Virginia Beach. The Virginia Beach Convention & Visitors Bureau (CVB) is responsible for promoting year-round leisure, business, meetings and conventions, international and sports travel to Virginia’s most populous city. Virginia Beach also is the number one vacation destination in Virginia. As the official destination marketing organization for the coastal city, the Virginia Beach CVB is responsible for ongoing advocacy for the tourism and hospitality industry – which is one of Virginia Beach’s largest industries. To drive tourism revenue that powers our local economy, the Virginia Beach CVB also focuses on attracting tourism product development to ensure our destination stays competitive.





POSITION SUMMARY

The Vice President of Sales is responsible for assisting the Director of Convention and Visitor Development in the overall management and supervision of comprehensive group sales, programs for the maintenance and expansion of the City's domestic and international meeting/convention, participatory sports, leisure and/or group travel markets in order to increase convention and visitor expenditures, tax revenues and employment. Strategically lead team(s) of tourism professionals to develop appropriate budgets and achieve sales goals related to each targeted market segment.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Plan, direct and supervise the execution of the sales efforts to increase meeting/convention, participatory sports, leisure and/or group travel market business in order to further establish Virginia Beach as a major convention and travel destination for these market segments.
- Directly responsible for the coordination and administration of the sales operating budgets for the meeting/convention, participatory sports, leisure and/or group travel markets to effectively achieve all program objectives; develop sales priorities, goals and expected outcomes; and develop and utilize effective performance indicators and metrics to adjust strategies, goals, and expected outcomes, as needed.
- Direct the participation, representation and promotion of the City at domestic and international meeting/convention, participatory sports, leisure trade shows to stimulate additional private business and City revenue through increased tourism spending in Virginia Beach.
- Work directly with Convention and Visitor's Bureau leadership, hospitality industry professionals and City officials to identify and effectively communicate and respond to the driving focus in the industry.
- Develop and direct familiarization tours/site visits for potential convention, participatory sports, leisure and/or group travel customers to introduce the City in various travel markets; responsible for all elements of familiarization tours/site visits including budgeting, planning, recruiting, logistics, event operations, and follow up; oversee team of employees who execute the plan and conduct familiarization tour/site visits; follow up with potential customers after familiarization tours/site visits to further establish connection, evaluate the City's competitiveness in securing tourism business, and further promote Virginia Beach as a desirable destination.
- Act as liaison with meeting/convention, participatory sports, leisure and/or group travel related businesses and organizations to enhance communications within the industry and improve the quality of the City's hospitality industry.
- Address complaints on behalf of the City of Virginia Beach in response to visitor dissatisfaction reports; identify changes in policies, processes and procedures to minimize future complaints; and proactively identify and address potential points of complaints from visitors in an effort to maximize visitor satisfaction.
- Perform special projects assigned by Department Director.
- Perform other job duties requiring skills, knowledge and physical requirements as demanded by those duties described or less, Individual assignments will be determined by the supervisor based on then current workloads and department needs.

PERFORMANCE STANDARDS

Effectively direct a variety of meeting/convention, participatory sports, and/or travel-related marketing programs; skillfully manage the development and presentation of comprehensive marketing plans and operating budgets; build a high-performance team that consistently measures results against goals; perpetuate effective relationships and communications with staff, City officials, industry-related professionals and the community; actively participate with industry-related organizations whose objectives and programs contribute to overall outcomes for the community; actively participate with industry-related organizations whose objectives and programs contribute to overall outcomes for the community; and maintain City's outstanding reputation and a professional demeanor while representing and promoting the City of Virginia Beach to domestic and international leisure and/or group travel markets.

QUALIFICATIONS

- Requires a Bachelor's degree in marketing, tourism, business administration or related field and six years of experience utilizing the knowledge, skills, and abilities associated with fields related to hospitality/tourism/destination group sales, marketing, public relations or comparable positions OR a combination of education (above the high school level) and experience equivalent to ten years in fields utilizing the knowledge, skills, and abilities associated with this position.
- Three years' related experience in a supervisory/management role, preferably within the hospitality, convention, or tourism industries.
- Proven successes with closing large volume group travel (events with 500 or more attendees), including current knowledge of hospitality industry trends being utilized to close these events in competitive markets.
- A degree in marketing, tourism, business administration, management or related field.
- Current/past memberships in appropriate hospitality industry related associations, including any applicable leadership positions.
- Knowledge of current international travel requirements.
- Proficiency with Microsoft Word and PowerPoint.

TOP PRIORITIES

- **Develop a comprehensive Sales Strategy/Plan.**
- **Create a Sales Incentive Plan.**
- **Oversee and manage divisional Capital Improvement Projects (CIP), to include revamping the Guest Experience.**

As a City Manager appointee, this position serves at the pleasure of the City Manager and is not considered part of the merit service as defined in City Code, section 2-75.

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

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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