

DIRECTOR OF SALES

Visit South Padre Island | South Padre Island, TX





Your Island Escape

With 34 miles of beautiful pristine beaches, South Padre Island is one of the world's most exquisite barrier islands - and the only tropical Island in Texas. With more than 300 days of sunshine and warm tropical weather, South Padre Island makes a great year-round destination. Whether visitors are looking for adrenaline-inducing experiences or calm vibes on the sand, we have every possible island activity they can think of. Visitors will make memories that last a lifetime, from horseback riding on the beach to parasailing across the sky. The dining experience on South Padre Island is just as extensive, their tastebuds can experience bold tropical flavors.

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About Visit South Padre Island (VSPi)

Visit South Padre Island (VSPi), a division of the City of South Padre Island, is the official destination marketing organization for the Island globally and the primary sales and marketing organization for the South Padre Island Convention Center.

Our mission is to generate economic impact and job growth by increasing the Island's hotel occupancy and revenues while positively affecting other diverse segments of the hospitality industry. We promote to attract diverse regional, state, and national convention and leisure visitors through creative sales, marketing, and communication efforts.





POSITION SUMMARY

The Director of Sales is responsible for promoting South Padre Island as a premier destination for meetings, conventions, and events to drive positive economic impact. This role leads the sales and services department, identifies market opportunities, and develops short- and long-term strategies to attract group, convention, and sports tourism business. The Director of Sales manages the sales team, ensures consistent engagement with local, state, regional, and national markets, and monitors sales activities across the SPI Convention Center and group sales division. Key objectives include increasing hotel occupancy tax, building relationships with event planners, organizations, and hotels, and positioning South Padre Island as the ideal venue for group events, particularly during off-season weekends.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Plans, directs, and oversees the sales efforts to increase meeting/convention, youth sports, leisure, and group travel market business and further establish South Padre Island as a major convention and travel destination for these market segments.
- Directly responsible for coordinating and administrating the sales operating budgets for the meeting/convention, youth sports, leisure, and group travel markets to effectively achieve all program objectives; develop sales priorities, goals, and expected outcomes.
- Directs and coaches sales managers on all matters related to convention sales.
- Implement an annual strategic sales plan and programs, including direct sales, email campaigns, trade show participation, and new lead development.
- Maintains close working relations with area hotels and serves as a liaison between the client and these facilities; conducts regularly scheduled meetings with hotel sales and management professionals.
- Oversees the development of all sales materials in conjunction with the marketing department and Agency of Record.
- Creates measurable performance goals and objectives for sales staff, including monitoring the performance of sales efforts through weekly, monthly, and quarterly CRM reports.
- Utilize data and all reporting capabilities of the CRM.
- Prepares and presents oral presentations, as needed, to conventions, organizations, and meetings about Vist South Padre Island.
- Attends all Convention and Visitors Advisory board meetings, appropriate committee meetings, and City Council Meetings when requested.
- Oversee the Convention Center sales revenues and fees, along with the Executive Director.
- Meet and exceed monthly, quarterly, and annual individual sales goals.
- Responsible for overseeing and maintaining an effective sales tracking incentive system for sales staff.
- Plans, implements, and supports sales initiatives, targeting off-season midweeks on the Island to increase Hotel Occupancy Tax collections and visitor numbers.
- Analyzes operations to evaluate departments' performance in meeting objectives and determines areas of potential efficiencies, program improvement, and policy revisions to maximum ROI and increased productivity
- Evaluates sales marketing strategies based on knowledge of establishment objectives, market characteristics, competitors, industry trends, and expense/revenue factors.
- Enhances business development, improving operational excellence and customer service practices to remain competitive in the national convention and tradeshow markets.
- Directs and plans promotional projects and strategizes to attract new markets and clients.
- Review, compare, and track industry trends, standards, best practices, and competitor statistics to determine price schedules, discount rates, and overall space optimization for the SPI Convention Center.
- Attends and participates in industry meetings, trade shows, conventions, conferences, and events to promote South Padre Island as a destination.
- Perform special projects assigned by the Executive Director.

CAPITAL AND FISCAL RESPONSIBILITY

- Responsible for adhering to all City of South Padre Island purchasing policies while performing purchasing tasks.
- Assist with the creation, implementation, and management of the Convention Center budget related to the sales division.
- Assist in substantiating budget requests.

QUALIFICATIONS

- Bachelor's Degree from a four-year college or university in marketing, recreation, tourism, or a closely related field.
- A minimum of 5 years of successful sales, hotel, or management experience, experience in the hospitality industry, or a destination marketing organization is preferred.
- An equivalent combination of education, experience, and training that demonstrably provides the knowledge, skills, and abilities required to perform essential job duties successfully.
- Proven success in closing large-volume group travel, including current knowledge of hospitality industry trends being utilized to close these events in competitive markets.
- Solid understanding of market research and data analysis methods.
- Demonstrable leadership with both creative and analytical capabilities.
- Outstanding communication (written and verbal) and interpersonal abilities.
- Budget and project management experience.
- A valid state driver's license is required.
- Bilingual: Spanish and English is preferred.

TOP PRIORITIES

- Begin working with the Executive Director on an updated sales strategy to drive conventions and tradeshow.
- Foster strong and meaningful working relationships with all stakeholders and hospitality partners and maintain effective communication.
- Establish regular individual and team meetings to enhance communication, performance tracking, and alignment within the sales team.
- Review and evaluate the pipeline for existing business mix and opportunities.
- Review proactive sales activities and revenue goals.
- Familiarize with VSPI and convention center programs, platforms, metrics, goals, policies, and procedures.
- Review and evaluate the group marketing plan, budget, and tradeshow schedule.



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

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