

VICE PRESIDENT OF SALES

Visit Atlantic City | Atlantic City, NJ





Atlantic City

Atlantic City welcomes one and all to our home, where our strength as a community, our support for each other, our ties to the land and sea, and our belief in the future makes even the smallest moments and memories feel larger than life. Experience beautiful Atlantic City, where you can find many ways to enjoy our seaside destination.

When you bring your meeting or event to Atlantic City, you'll experience world-class accommodations, exciting entertainment, historic attractions, tax-free shopping, our world-famous Boardwalk, and our pristine free beaches. In Atlantic City, the selection of venues, knowledge, and professional staff will ensure that your meeting or event is nothing less than spectacular.

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ABOUT VISIT ATLANTIC CITY

Visit Atlantic City, Atlantic City's Destination Management Organization, is a non-profit sales organization whose mission is convention development. Visit Atlantic City creates visitor spending and economic impact through the bookings of meetings and conventions in Atlantic City. Not only can we help you book your meeting or event at the Atlantic City Convention Center, but we also sell and book business throughout all of the hotels in Atlantic City.

Visit Atlantic City is a complimentary service and is a critical asset in the planning process for an organization. Our team is prepared to provide extensive help with the planning process, along with expert knowledge of the destination.





POSITION SUMMARY

We are seeking an experienced and dynamic Vice President of Sales to lead a vibrant sales team engaged in selling the Atlantic City Convention Center and Greater Atlantic City area hotels. The ideal candidate must have extensive previous group sales experience with diverse client accounts, driving sales growth and providing exceptional leadership. The Vice President will ensure that activities, accounts, and bookings focus on yielding the most profitable business in rooms and food and beverage.

The Vice President of Sales serves to develop and drive comprehensive convention, meeting, and trade show sales and marketing efforts for Visit Atlantic City. The Vice President of Sales has primary accountability for the design of a strategic convention development program addressing sales, marketing, and servicing strategies to motivate more organizations to book Atlantic City. The Vice President of Sales leads a coordinated multi-functional team towards successful fulfillment of goals, serves as the primary internal and external advocate to address opportunities within this industry segment, and participates fully as a member of the Executive Staff. The Vice President of Sales shall articulate and lead a commitment to service excellence to all internal and external customers, from the CEO to the front-line levels.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops and leads a strategic convention, meeting, and trade show development program encompassing sales, marketing, advertising, and destination services to deliver predetermined short-term and long-term goals for convention bookings, events, and hotel room night generation.
- Must be able to travel as required.
- Manages development and delivery of a complete destination services program to maximize customer satisfaction, member business revenues, and revenues in accordance with predetermined target levels (10%).
- Personally leads and manages successful relationship and coalition building efforts to serve customers in support of marketing objectives (15%).
- Leads and manages a multi-functional departmental team to maximize individual staff performance and professional development.
- Leads and manages a comprehensive effort to fully integrate and align convention development departmental objectives throughout all programs and strategies via active participation as a member of Visit Atlantic City Senior Management Team.
- Plans and manages a departmental expense budget in response to changing market conditions and operational demands within predefined parameters.
- Assists with the creation and development of Visit Atlantic City Annual Marketing Plan as it relates to this position's responsibilities.
- Serves as primary liaison with Atlantic City Convention Center and ACCC operating team.
- Directs and conducts annual departmental planning and budgeting process.
- Guides development and implementation of an effective Convention Development communications program on behalf of the Marketing and Communications Departments to achieve desired objectives.
- Served as the primary management liaison between Visit Atlantic City and ASAE, MASAE, PASAE, PCMA, IAEM, NCBMP, Connect, and Meet NY.
- Oversees planning, execution, and participation in trade shows, conventions, and sales missions to reach target customer groups.
- Fulfills convention sales-related projects and market analysis as directed by the CEO
- Serves as an articulate and responsible public spokesperson upon request for appropriate media inquiries and industry events.

QUALIFICATIONS

- 10 Years' Supervisory convention and destination sales experience in sales, negotiations, market planning, budgeting, project management, and performance reporting.
- Excellent negotiation skills with the ability to close deals effectively.
- Proficiency in analyzing sales data and market trends to drive business growth.

KEY CHARACTERISTICS

- Leadership qualities to inspire and motivate sales teams.
- Technical sales expertise to understand complex product offerings.
- Familiarity with Simpleview CRM platform for efficient account management.



Kellie Henderson

Global Head of Destinations
SearchWide Global
info@searchwideglobal.com
Direct: 703.912.7247

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.