

# DIRECTOR OF CONVENTION SALES & MARKETING

Hilliard Center (Oak View Group, OVG) | Corpus Christi, TX





# Hilliard Center

## Where the Coast Comes Alive

Hilliard Center is professionally managed by Oak View Group and proudly serves as the premier entertainment hub of the Coastal Bend. The venue includes the 10,000-seat Hilliard Center Arena, designed for concerts, sporting events, family shows, and professional and amateur rodeos; Hilliard Convention Center, hosting trade shows, banquets, and community events; and the historic Selena Auditorium, a celebrated performance space. As home to TAMUCC Men's and Women's Basketball, the Corpus Christi IceRays, and the Corpus Christi Tritons, the venue welcomes hundreds of thousands of fans each year. With modern amenities, an elevated club level, and twelve luxury box suites, Hilliard Center offers the perfect setting for unforgettable live experiences — from large-scale productions to intimate gatherings.

### **A bayfront destination for world-class entertainment, conventions, and celebrations that make Corpus Christi shine.**

- [Hilliard Center Arena](#) – Hilliard Center holds the premier 10,000-seat indoor arena in the Coastal Bend of Corpus Christi, TX. It is designed for concerts, sporting events, professional and amateur rodeo events. It also boasts incredible club-level and twelve-box suites.
- [Hilliard Convention Center](#) – The Hilliard Center is the official convention center of Corpus Christi. This state-of-the-art convention center, totaling 138,000 square feet of meeting and exhibit space, overlooks the sparkling Corpus Christi Bay.
- [Selena Auditorium](#) – In 1996, the auditorium was named for the late Tejano entertainer, Selena Quintanilla – Perez, known simply as “Selena” to her adoring fans. With seating for over 2,500 and an outstanding acoustical rating, the Selena Auditorium has been one of the most attended venues for entertainment in the Coastal Bend area.



Oak View Group Hospitality proudly manages all concessions and catering at Hilliard Center. Their award-winning chefs and hospitality teams are dedicated to delivering premium food, beverages, and service that elevate every event experience. From fresh, high-quality menus to exceptional guest care, they create memorable moments that keep visitors coming back time and again.



## POSITION SUMMARY

Oak View Group (OVG), the global leader in venue development, management, and premium hospitality, is looking for a strategic, high-impact sales leader to drive the future of convention business at the Hilliard Center.

As Director of Convention Sales & Marketing, you will lead the vision, strategy, and execution of all sales efforts for one of South Texas's premier multi-venue destinations. From major conventions and trade shows to large-scale exhibitions, this role sits at the intersection of revenue growth, destination marketing, and team leadership.

### **The Impact You'll Make**

You'll serve as the senior sales leader for the facility, accountable for revenue generation, market positioning, and performance of the entire sales organization.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

### **Sales Strategy, Revenue & Financial Leadership**

- Manage and participate in the development and implementation of goals, objectives, policies, and priorities of all Sales programs and activities
- Responsible for all revenue generation
- Participate in the development and administration of the annual budget; forecast additional funds needed for staffing, equipment, materials, and supplies; direct the monitoring of and approve expenditures; direct and implement adjustments as necessary

### **Sales Department Leadership & Team Development**

- Assume management responsibility for all services and activities of the Sales Department within the facility including sales tools and materials, proposals, sales calls, and contracts
- Select, train, motivate, and evaluate all sales personnel; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures

### **Marketing, Booking & Business Development**

- Plan, direct, coordinate, and review the work plan for providing marketing, booking, and sales services
- Prepare written proposals; reevaluate potential business value of various events and clients; initiate contractual arrangements
- Sales travel of 4-6 trips annually for new business development and relationship management.

### **Client Engagement & Executive Collaboration**

- Conduct tours of the facility for potential licensees; answer questions and provide information regarding facility capabilities
- Meet with the General Manager and Senior Vice President of Convention Centers on a regular basis to discuss all matters pertaining to sales operations

## QUALIFICATIONS

- Minimum of 5–7 years of increasingly responsible sales experience for a convention center, sports franchise, hotel, or other similar public assembly or hospitality facility, including supervisory responsibility
- A strong track record of building relationships and generating new business
- Bachelor's degree or higher from an accredited college or university with coursework in Marketing, Business Administration, or a related field
- Ability to work event nights, weekends, and varied schedules as required
- Excellent communication, leadership, and organizational skills

## KEY CHARACTERISTICS

- Convention Center Strategist - Experienced convention sales leader who serves as the GM's trusted partner.
- Charismatic & Consultative Seller - Engaging presence who builds authentic relationships and helps clients envision their event in the space.
- Collaborative Leader - Breaks down silos between convention and entertainment to drive aligned results.
- Creative & Solution-Oriented - Brings fresh thinking to outbound sales, local competition, and new client acquisition.
- Accountable Team Developer - Sets clear expectations, coaches performance, and cultivates growth while celebrating wins.
- Nimble & Driven - Thrives in a fast-paced, high-volume environment with energy and focus.

## TOP PRIORITIES

- Reestablish Sales Infrastructure - Assess and refine SOPs, reporting structures, and operational discipline.
- Strengthen Forecasting & Reporting - Implement consistent revenue forecasting and data-driven sales management.
- Elevate Outbound Strategy - Introduce creative approaches to prospecting and expand new business opportunities.
- Unify Business Lines - Foster collaboration across convention and entertainment teams to maximize revenue.
- Develop & Empower the Team - Clarify goals, increase accountability, and enhance training and performance.
- Create Early Momentum - Deliver visible improvements and leadership presence quickly.



**Carmen Rodgers**

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

**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.**