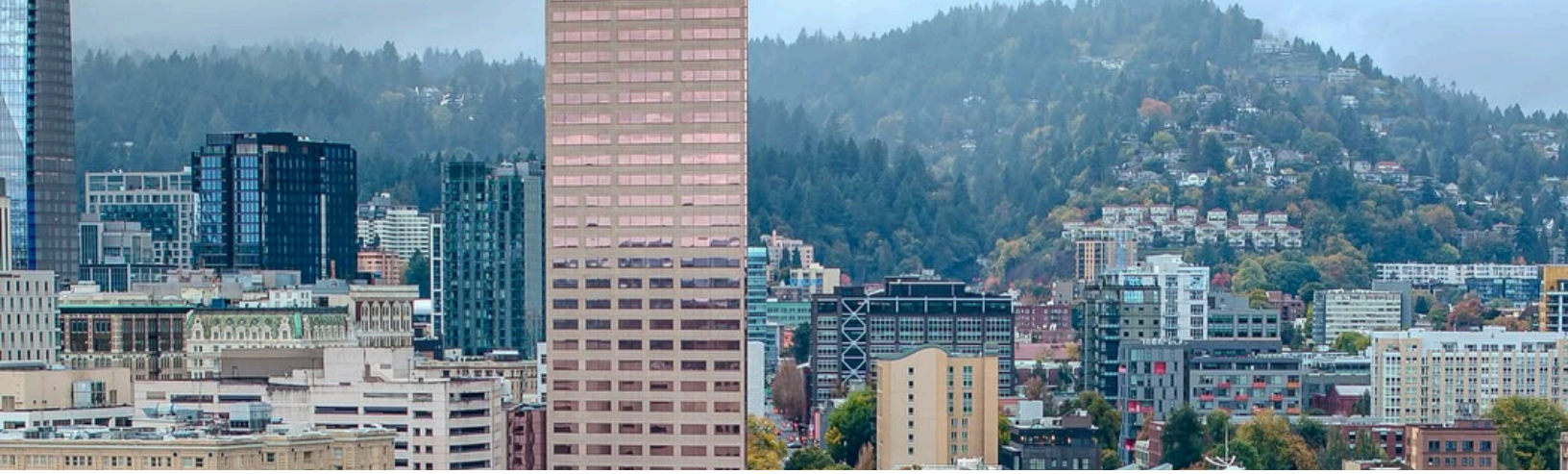
VICE PRESIDENT OF CONVENTION SALES AND SERVICES

Travel Portland | Portland, OR



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Portland

It's safe to say a visitor will never experience the same Portland twice. The best attractions are constantly evolving, and there's always an exciting event about to begin; that means you're guaranteed to find fun things to do in Portland, whether you know the city intimately or it's your very first time. And the City of Roses handles inclement weather with style, meaning fall and winter are just as good for a visit as spring and summer.

Arts Culture Food Music Nightlife Outdoors Shopping Sports

A City of Neighborhoods

In our classic quirky fashion, Portland's six main geographical sections (North, Northeast, Northwest, South, Southeast and Southwest) are referred to by residents as the city's "quadrants." The city is divided into north and south by Burnside Street and into east and west by the Willamette River.

Portland actually has more than 90 formally recognized neighborhoods with distinct boundaries. Our neighborhood and street guides highlight some of the best places to explore as a visitor to the city, where many restaurants and shops are consolidated.

About Travel Portland

Travel Portland is a promoter and steward of this evolving city and its progressive values, which have the power to transform the travelers who visit us.

Travel Portland generates travel demand that drives economic impact for Portland. We do that by promoting the destination in bold, innovative and collaborative ways that harness Portland's personality and values and that connect visitors to authentic experiences. We do it because we believe in the good of Portland and the transformative effects of travel.

The Impact of Tourism

In 2025, visitors to Portland spent $5.5 billion, producing $300 million in state and local tax revenue. The travel industry supports 35,840 jobs in the Portland area, generating $1.89 billion in employment earnings.





POSITION SUMMARY

The Vice President of Convention Sales and Services leads Travel Portland's Convention Sales and Services departments, setting annual goals and driving performance to optimize short- and long-term sales results while ensuring the organization meets its contractual obligations.

To be successful, the Vice President must lead the local convention and meetings community in aligning sales strategies and developing robust business development channels, while maintaining collaborative relationships with the international, domestic, and Portland hospitality communities. Internally, this role works with marketing, public relations, community engagement, and other departments to develop programs that complement and promote the overall mission of the sales and services effort.

In partnership with the Senior Director of Sales and the Senior Director of Convention Services, the Vice President ensures that all budgetary, contractual, and reporting requirements are met and fosters a commitment to excellence across the department.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Provide strategic leadership and broad oversight for Travel Portland's Convention Sales and Services teams.
- Work collaboratively with the President & CEO and Executive Team to develop organizational programs that support Travel Portland's goals.
- Communicate regularly with senior-level partners and external stakeholders regarding Travel Portland's sales and services efforts, activities, and opportunities and ensure their appropriate participation and support.
- Forecast and identify trends, patterns, and obstacles that could positively or negatively impact the ability to achieve organizational goals and objectives.
- Identify gaps in departmental operations, procedures, and opportunities and address them with sound solutions.
- Support and participate in the Convention Sales Steering Committee (CSSC) quarterly meetings.

Direct Sales

The Vice President directly manages the citywide sales team. The team includes national account directors representing the Midwest, Washington, D.C./Mid-Atlantic (2), Southern, and Western regions, as well as the national account director of sports.

- Lead citywide sales strategy to promote and sell the Oregon Convention Center as the key performance indicator for citywide booking pace.
- Meet at least biweekly with national account directors to review sales funnels and forecast productivity.
- Direct all sales department activity for Visitors Development Fund applications (e.g., grants, checkbook).
- Lead quarterly citywide business review meetings with citywide meeting partners (hotels, convention center), ensuring strategies for business development and booking future conventions are sustained.
- Approve all citywide convention leads and business opportunity requests.
- Manage the citywide lead log and citywide booking compression report.
- Incentive elements include team annual room night production goals.

Program of Work

As approved within the annual operating budget, this role is responsible for administering the associated Program of Work and budget to support the sales effort.

- Assign team members to the annual trade show calendar.
- Manage annual industry partnership agreements.
- Set annual dates for familiarization (FAM) tours and sales missions.

SECONDARY FUNCTIONS

- Coordinate research and analysis and monitor industry data for communication to both internal and external stakeholders.
- Serve as a Travel Portland industry liaison and participate in various convention, tourism, and community action committees.
- Produce reports and presentations as necessary for specific projects or upon request.
- Oversee and monitor the Convention Marketing Program and Convention Marketing campaign performance, providing sales industry knowledge and recommendations.
- Collaborate with industry peers to gather best practices, and share ideas, etc.

QUALIFICATIONS

- Bachelor's degree with major coursework in marketing, tourism/hospitality, or sales, or a minimum of 10 years of sales and leadership/management success in a major group-oriented hotel, destination management organization (DMO), or an equivalent combination of education, experience, and training that would provide the knowledge, skills, and abilities required for the successful performance of the essential job duties.
- Knowledge at an advanced level in sales theory and practices involved in the sales process (convention center operating policies, trade shows, sales calls, familiarization tours, negotiations, contracting, etc.).
- Knowledge at an advanced level of the convention, meeting, and hospitality industry policies and procedures as they relate to group sales.
- Knowledge of the role of a DMO in the hospitality industry.
- Knowledge at an advanced level in sales relationship building.

CORE COMPETENCIES AND EXPECTATIONS

- The ability to work effectively with a diverse cross-section of people including board members, industry stakeholders, community leaders, elected officials, and industry partners.
- The ability to see the "big picture" and work collaboratively to resolve issues and achieve common goals.
- The ability to represent Travel Portland successfully and appropriately around the region.
- The ability to inspire, lead, and coordinate the efforts of a talented team.
- The ability to communicate complex thoughts, statistical analysis, and management concepts clearly, both verbally and in writing.
- The ability to define problems, collect data, establish facts, and draw valid conclusions.
- The ability to appropriately handle confidential information.
- The ability to perform highly detailed work on multiple, concurrent tasks.
- The ability to maintain a professional demeanor and a positive, outgoing attitude.
- The ability to maintain composure in a high-pressure environment where personal and team accountabilities are the defining factors.
- Comfort with a demanding, high-visibility schedule: approximately 8-10 trade shows, conventions, or sales trips per year, client dinners 1-2 times per week, and familiarization tours that often fall on evenings and weekends.





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

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