GREATER MADISON
CONVENTION & VISITORS BUREAU
SENIOR CONVENTION SALES MANAGER
MADISON, WI
ABOUT MADISON, WISCONSIN

Madison is an eclectic mix of cultures, from college town to State Capitol, from single students to stay-at-home moms. It’s no wonder we’ve earned national notoriety for some of the people and places that have contributed to what makes Madison memorable.

Madison is one of only two U.S. cities built on an isthmus! Nestled between lakes Monona and Mendota, Madison is renowned for its beautiful four-season scenery. Our city is an energetic metropolis—and Wisconsin's vibrant hub—with more than 500,000 residents.

Besides boasting natural beauty and outdoor recreation, Madison plays host to a wide array of stimulating cultural offerings, distinctive restaurants, excellent music venues, and unique shopping. All of this adds up to create a destination that enriches both residents and visitors alike.

A true college town, the intellectual offerings of the University of Wisconsin-Madison and surrounding schools attract scholars from around the world.

There's also plenty of public transit, including green options like hybrid buses and cabs.

Click to find out more:
EVENTS  RESTAURANTS  HOTELS  THINGS TO DO

FARMERS FIRST
Many people know that Wisconsin is considered “America’s Dairyland” but few realize that our roots in agricultural heritage go beyond beer and cheese.

The Wall Street Journal did.
In their “Good Eats in the Great States” article, Madison was named among prominent cities, from Boulder to Chicago to San Francisco, as tops when it comes to what’s on the table.

OUTDOOR IDEALISTS
Being located on an isthmus means our downtown is ideally situated between two sparkling lakes—Monona and Mendota. But there are three more to explore: Kegonsa, Waubesa and Wingra.

Add in a splash of environmentalist attitude (after all, Aldo Leopold, Gaylord Nelson and John Nolen all called Madison their home at one point or another) and you’ll see why it’s no surprise that NerdWallet ranked us #1 Greenest City in America.

ALWAYS ACTIVE
Madison’s brand of fresh-air fun doesn’t end with the water. Ours is a platinum certified biking city and cycling culture runs deep—from the more than 200 miles of biking and hiking trails, to the BCycle bike share program to the fact that Madison has the nation’s only a bike elevator in our convention center!

It’s that kind of culture that gets you named among the “Best Cities on Earth for Biking”—yes, on the entire planet Earth—by Yahoo.com.
WE'VE GOT SPIRIT
Having a world-class, public research university in our backyard creates a culture that is coveted by many. More than 40,000 students attend UW-Madison which is known as one of the Public Ivies, meaning it provides a collegiate experience comparable to Ivy League colleges.

But our college-town experience is equal parts academics and school spirit. Bucky Badger and his sports teams have been to the NCAA Final Four, the Rose Bowl and countless other national championships across more than 20 men's and women's teams.

But we're also winning in the media, most recently as USA Today's #1 in 10 Best College Football Towns.

The Greater Madison Convention & Visitors Bureau (GMCVB) is dedicated to creating economic impact through tourism. The effects of our "invisible industry" benefit everyone living in Dane County in key areas including jobs, community services and quality of life. The latest important economic information released by the Wisconsin Department of Tourism indicates the strength of the tourism industry—particularly in Dane County, where we experienced a 6.2% increase in tourism dollars spent compared to the prior year. This exceptional growth reflects the strategic and focused efforts the GMCVB devotes to our local economy.

WHAT WE DO:
• Attract new conventions, tradeshows and exhibitions to the community
• Provide expert service and support to existing and repeat events
• Share comprehensive and easy-to-access information with visitors
• Conduct and analyze tourism research
• Build our local economy!

WHY IT MATTERS:
Tourism may be an invisible industry, but has a big impact for Greater Madison on an annual basis.
• In 2015, visitors contributed $1.98 billion dollars in total business spending, which supported more than 21,000 full-time equivalent jobs in Dane County. That's 11% of tourism-related jobs in the entire state!
• In the absence of the state and local taxes generated by tourism, each Dane County household would need to pay $700 to maintain the current level of government services.
• Tourism is often the first impression of our community for potential business investors and innovators who may become residents that, in turn, expand our intellectual capacity and growth. Our efforts help make an impactful impression of the greater Madison area.

For additional information about the GMCVB and our sister organizations please visit:

Visit Madison, Madison Area Sports Commission or Spirit of Greater Madison
The position of **Senior Convention Sales Manager** is responsible for promoting Madison/Dane County and its facilities as a destination for conventions and events involving overnight accommodations with specific emphasis on new, national business.

**Department:** Convention Sales  
**Supervisor:** VP of Convention Sales  
**Direct Reports:** N/A  
**Job Classification:** Manager, Exempt  
**Work Site Location:** Corporate Office

### RESPONSIBILITIES

**Direct Sales**
- Identify, prospect and contact accounts, with emphasis on new, national association accounts, to qualify them for future convention and event business for Madison, particularly Monona Terrace Convention Center and the Alliant Energy Center.
- Organize and develop sales proposals, including coordination of hotel room blocks.
- Coordinate and conduct bid presentations and other sales trips.
- Consult with and accompany clients onsite inspections, showcasing facilities and area benefits.
- Participate in industry tradeshows and analyze tradeshow values to determine best return on the organization’s money.
- Administer all appropriate paperwork and data entry into Simpleview associated with potential convention and tradeshow business, including but not limited to, correspondence, bid proposals, client diaries and database sales forms. Ensure data is accurate and current.
- Handle complex (city-wide) type accounts as directed by Vice President of Sales.
- Assume and achieve higher level sales performance goals.

**Customer and Community Relations**
- Develop and maintain process for regularly scheduled customer follow-up geared toward client satisfaction and repeat business. This includes but is not limited to on-site visits during meetings and events, phone and e-mail contact, etc. Utilize this process for potential rebooking and other servicing purposes.
- Identify, recruit and actively engage and encourage local community members affiliated with targeted accounts to hold future tradeshows, meetings, conventions or events in Madison.
- Develop strong, working relationships with key personnel from all convention facilities.
- Maintain a well-informed working knowledge of all hotels, attractions and services, both public and private, available in the greater Madison area.
- Serve in leadership roles in relevant state, regional and national industry professional associations as directed by the Vice President of Sales.
- Work closely with the Director of Convention & Event Services to facilitate client needs and pursue business opportunities.
- Support GMCVB staff on related bureau functions, activities and projects as directed by Vice President of Sales.
- Represent the Vice President of Sales in their absence as directed.

**Professional Development and Training**
- Develop and maintain in-depth knowledge of all facility features, prices and aspects of Monona Terrace, the Alliant Energy Center and other public facilities.
- Maintain familiarity with competitive markets, facilities and any other issues that impact the bureau’s ability to effectively sell the greater Madison area and its facilities.
- Enhance sales skills through appropriate training/professional development/certification opportunities.
- Assist the Vice President of Sales in establishing sales & prospecting strategies for the Sales Department.
- Contribute to convention marketing strategies and plan as requested by Vice President of Sales
- Mentor Sales Managers with knowledge of the convention industry.
- Assist Sales Managers with complex contract negotiations when requested by Vice President of Sales.
- Promptly administer all necessary work records, including sales bulletins, expense reports and appropriate sales reports.
- Assist in annual budget and business planning process as requested by Vice President of Sales.
- Represent Sales Department in budget, business planning and management team discussions as requested by Vice President of Sales.
- Miscellaneous projects as directed by the Vice President of Sales.

*The above is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements.*

### QUALIFICATIONS

**Education and Experience**
- Four-year degree in business or hospitality preferred.
- Minimum of 7 years national account experience, with a similar or larger sized CVB (GMCVB preferred); national hotel sales office; convention/exposition facility; convention hotel; or equivalent combination with other hospitality or meeting planning experience.
• Proven room night and contract sales success (at GMCVB preferred). If at a CVB, minimum goal achievement of three consecutive years averaging 70%+ for room night goals; OR Proven sales success as national account manager at previous hotel or CVB, achieving over 70% of goal achievement during tenure.
• If in sales at convention/exposition facility, achieving over 70% of facility revenue goal during tenure.
• Experience with contact management/sales account management systems.
• Certified Meeting Professional, Certified Exhibition Management, Certified Destination Management Executive, or Certified Hospitality Sales Professional preferred.

Skills and Abilities Required
• Superior customer relation management skills with a proven track record of exceeding expectations.
• Strong sales and negotiation skills.
• Strong computer skills. Proficiency with Microsoft Office Suite.
• Motivated, self-starter and goal-oriented.
• Mentoring and coaching skills.
• Strong communications skills particularly in listening, writing, oral, facilitating and problem solving.
• Strong organizational and time management skills.
• Strong commitment to quality and accuracy.
• Strong analytical skills to be able to determine quality of business and best suited business opportunities for community.
• Proven skills in account management, direct sales, sales presentations (oral and written) and trade show exhibiting required.
• Ability to identify customer needs, excellent follow through and closing skills.
• Ability to network, establish and maintain effective client and other business relationships.
• Ability to be flexible and think creatively in meeting customer needs.
• Ability to develop and write effective proposals, reports and business correspondence.

Physical Demands
While performing the duties of this job, the employee is frequently required to stand, sit at a desk and computer for long periods of time; often uses hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crouch or crawl. May be required to lift materials of up to 50 lbs. Specific vision abilities required include reading computer screen and written documents, close vision, color vision, and ability to adjust focus. Communicate effectively via verbal, audible and written means.

Work Environment
Heated and air conditioned office environment. Noise level is usually low to moderate. Required to travel and work off site for presentations, tradeshows, training, special projects and other Bureau supported functions on evenings and/or weekends.

Reasonable Accommodation
It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

The GMCVB is an Equal Opportunity/Affirmative Action Employer.

If this could be a great opportunity to extend your professional reach, please respond though the SearchWide website or email your resume to the following SearchWide Executive:

Nicole Newman
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www.searchwide.com
newman@searchwide.com
480-264-7675 (direct)
951-640-3745 (mobile)

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