



CLASS SPECIFICATION

Class Title: Destination Sales Representative
Department: CED/Tourism
FLSA: Exempt

Class Code: 7777
Grade: 22
Eff. Date: 10/14/2022

GENERAL PURPOSE

Under general guidance and direction of the Tourism Deputy Director in the Community and Economic Development Department, performs a variety of duties as a full-time sales producer in the sports market and conventions and meeting space to bring business and provide economic impact to Davis County.

EXAMPLE OF DUTIES

Develops and implements a comprehensive annual sales and marketing plan, sales strategies and objectives to bring meetings and conventions, sporting, film commission events, and special events to Davis County. Assists with establishing annual individual prospecting, lodging, economic impact, and revenue goals.

Coordinates joint sales efforts of the Discover Davis team and works closely with Western Sports Park and Davis Conference Center staff in assisting with marketing the facility to large groups (sport, convention, etc.) and other large events with the focus of bringing in hotel room nights and multi day events.

May supervise assigned staff; assign work and evaluate performance in compliance with County policies, procedures, and practices. Addresses performance problems in a timely manner.

Manages and oversees the work of volunteers and vendor activities as needed.

Establishes a working relationship with Davis County Cities in marketing and utilizing available facilities for potential large events, especially in the sports industry.

Meets monthly with lodging partners individually and attends Lodging Association meetings quarterly to maintain communication and good rapport.

Creates and presents sales reports to the Tourism Deputy Director and the Tourism Tax Advisory Board.

Researches and identifies potential sports market events. Establishes and maintains relationships with rights holders to identify prospects, obtain RFPs and book events. Prepares proposals for events and directs event servicing and logistics which may include heading a local organizing committee for larger events.

Responsible for planning and attending trade shows and marketplaces to develop sales leads and generate future business for conventions and sports Responsible for following up and nurturing all sales leads generated through different means. Must be proactive in seeking businesses to come to Davis County for meetings, sports, and special events.

Responsible for coordinating Hotel Room blocks for events happening in the community.

Coordinates and arranges site visits and familiarization tours for the sports market.

Performs related duties as assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

Graduation from an accredited college or university with a Bachelor's Degree in Sales, Marketing, Hospitality, or Tourism, plus two (2) years of experience in hospitality, tourism sales or operations or a directly related field; an equivalent combination of education and experience may be considered.

Preference for experience in supervising others, and in recognized convention and meetings industry or sports tourism; tourism destination sales or hotel marketing sales.

2. Special Qualifications:

Must furnish personal transportation for on-the-job travel.

Employees driving a personal or a County vehicle for job related travel must possess a valid driver license, maintain the minimum vehicle liability insurance as specified in the Utah Code, and must operate a motor vehicle in a safe manner; new employees with an out-of-state license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents).

3. Necessary Knowledge, Skills and Abilities:

Knowledge of: the tourism industry; sports market; Davis County including attractions, recreation, arts, entertainment, restaurants, hotels, districts and other tourism related assets.

Skill in: MS Windows including Word, PowerPoint, Excel, and Outlook.

Ability to: hold public presentations; work in a fast-paced environment; be well-organized, self-motivated and proactive; build consensus, achieve goals, and leverage resources; meet deadlines and stay at/under budget; establish and maintain effective working relationships with co-workers, partners, clients, other agencies, stakeholders, media, and the public; communicate effectively (orally and in writing); follow written and oral instructions.

WORKING CONDITIONS

Occasional sitting, operating computer keyboard, and looking at a computer screen for up to 8 hours per day; setting up and tearing down tradeshow booths, equipment, and marketing materials; lifting or otherwise moving objects weighing up to 50 lbs. Must be able to communicate with others via telephone and in person. May require overnight travel, monitoring email and online activity, and work after hours and on weekends.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. *All requirements are subject to possible modifications to reasonably accommodate individuals with disabilities.*