DISCOVER THE PALM BEACHES

SENIOR VICE PRESIDENT, GROUP SALES POSITION
(PALM BEACH COUNTY, FL)

The Palm Beaches

Explore The Palm Beaches and experience what so many loyal visitors have already discovered to be the best way to experience Florida. Enjoy a fascinating array of cultural venues, sample the culinary masterworks of celebrity chef-owned restaurants, and take in one of dozens of internationally renowned destination events. Fish or dive in the Gulf Stream-warmed waters, take pleasure in the breathtaking beauty of the unique Florida ecosystem, and make memories at some of the many family-friendly attractions. Soak up sunshine on pristine beaches and golf on world-class courses. Shop trendy downtown districts and absorb the energy of the vibrant nightlife. Visit and have the time of your life!

Tropical Vacations

The Palm Beaches. The weather. The history. The beaches. The adventure. This is where that can't-be-missed allure of the tropics comes alive. From the minute you arrive, discover a panorama of vacation experiences that leave you hoping for extra vacation days. Don't worry, we aren't going anywhere. So, we invite you to start here to create your own out-of-the-ordinary, tropical vacation.

- Luxury
- Great Outdoors
- Weddings & Romance
- Beaches
- Culinary & Dining
- Family Fun
- Arts & Entertainment
- Golf
- Shop

Places to Stay in The Palm Beaches, Florida

Discover the style and charm of hotels in The Palm Beaches. From the personality and comfort of a B&B to the luxury amenities of a beachfront or golf resort, our collection of hotels sets us apart. We have a hotel for every budget. You're sure to find the one hotel that makes your tropical vacation a one-of-a-kind experience - one not soon forgotten.
Things to Do in The Palm Beaches, Florida

From family attractions to fishing to museums to the performing arts ... and of course beaches. Find your thing to do and discover The Palm Beaches, the best way to experience Florida.

**Attractions**  
- Great Outdoors  
- Golf

**Spa & Wellness**  
- Shop  
- Family Fun

**Top Events**  
- Restaurants  
- Sightseeing Cruises & Tours

Best Events in The Palm Beaches, Florida

Whether your interests include the arts and culture, music, culinary or sports, The Palm Beaches has the top events to instill lasting memories. If you're planning a visit next week or next month; we have activities to keep you entertained. For more culture-related events, please visit our friends at the Cultural Council. We encourage you to discover The Palm Beaches, the best way to experience Florida.

**Top Events by the Month**  
- Art & Antique  
- Wine, Dine & Brew

- Lifestyle & Collector  
- Sporting & Recreation

- Convention Center  
- Fairgrounds Events

Meet in The Palm Beaches

The Discover The Palm Beaches Destination Services team is always on call with timely assistance to facilitate your next program in Palm Beach County. We are here to respond from the initial inquiry to the coordination of a site inspection to on-site registration and finally, post meeting surveys. We cover it all. Our seamless service will save you considerable time and allow you to focus on your event's content and overall return on investment.

To learn more about Discover The Palm Beaches, please visit: [http://www.palmbeachfl.com/](http://www.palmbeachfl.com/).
POSITION SUMMARY

TITLE:  Senior Vice President, Group Sales
REPORTS TO:  President & CEO

ABOUT DISCOVER THE PALM BEACHES

Discover The Palm Beaches (DTPB) serves as Palm Beach County's travel planning resource for domestic and international visitors. As the official destination marketing organization charged with promoting Palm Beach County as a leisure travel and meetings destination, Discover The Palm Beaches plans and executes initiatives in a broad range of areas including sales, marketing, research, visitor services and industry relations. The goal is to deliver the right message through the right medium to the right audience at the right time in order to increase visitation and economic impact in Palm Beach County.

Discover The Palm Beaches is a private non-profit corporation that is funded primarily by the collection of a "bed tax" paid by lodging guests for short-term stays in Palm Beach County. An enhanced Industry Relations and Partnership program provides additional private sector funds in support of marketing and sales strategies.

Mission:  Increase visitation and contribute to the overall economic development in Palm Beach County.

Brand Promise:  Palm Beach County is the best way to experience Florida, where genuine hospitality is a way of life and breathtaking beauty occurs naturally. It is the place to enjoy the time of your life.

Palm Beach County Brand Conviction

Organizational Focus:

- Elevate brand awareness and visitation from designated domestic and international markets.
- Achieve an enhanced market position in select niche markets – meetings & conventions, weddings, golf, eco/soft adventure, LGBT, etc.
- Create tangible excitement in hospitality community toward engagement and collaboration.
- Lead synergistic strategies with the TDC agencies to drive visitor acquisition.
  - Coordinated advertising investments targeting key markets.
  - Adherence to Discover The Palm Beaches brand and messaging.
  - Collaboration with PR initiatives and event hosting efforts.
- Create competitive advantage.
Organizational Values:

We are committed to the following values:

- Collaboration
- Leadership
- Integrity
- Excellence
- Innovation
- Passion
- Engagement

Budget: $14.9 Million
Staff Size: 43

SUMMARY

Creates the business development strategies and directs the entire sales process/organization of DTPB in order to increase tourism to Palm Beach County through solicitation of conventions, meetings, trade shows and incentives. Understands and lives the Destination Brand Promise and acquires a deep understanding of the differentiating attributes that has made The Palm Beaches the Best Way to Experience and to Meet in Florida. Crafts the ideal pitch and tone that the sales team delivers to different audiences. Stays abreast of the evolving “touch points” for key customer groups in order to craft highly innovative business development messages, enticing client activities, and effective sales tools and collateral in conjunction with the Marketing team. Provides expertise in CRM acquisition and management of meeting and trade show planner databases, as well as the use of software and online tools to present The Palm Beaches product in the most compelling fashion. Provides sales team members with the latest technological advances to maximize efficiency. Provides leadership and direction to the combined teams of group/convention sales and servicing departments via regular coaching and upgrading of sales and communications skills. Implements an ongoing performance management program. Holds direct reports accountable for performance goals and targets. Co-ordinates with the Marketing Department the necessary strategies and tactics to achieve meeting and convention sales goals. Ensures an integrated and cost effective strategy that meets/exceeds business development goals and positively impacts hotel occupancy and ADR for Palm Beach County.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Staffing & Structure

- Reporting to the President & CEO of DTPB, the Senior Vice President, Group Sales directs the activities for the meeting and convention business development and servicing process in order to increase business to hotels throughout The Palm Beaches and citywide events using the Palm Beach County Convention Center in West Palm Beach. This entails a systematic and research based solicitation to conventions, meetings, tradeshows and incentive planners. The position will have 5 - 6 direct reports including an Associate VP of Meeting & Convention Sales, Regional Directors of Sales focused on citywide events, a Manager Destination Services, an Administrative Specialist and a Supervisor Sales Activity Administration. There are a total 11 staff in the Group Sales function.
Performance Management

- Provides leadership, direction and guidance to these individuals, develops and upgrades their skills, and conducts performance reviews as well as ongoing performance management. He/She holds team members accountable for their performance goals and targets. Establishes and monitors dashboards for individual and team business development metrics, sales activity ROI to promote efficiencies and focus toward goals and new market opportunities.

- Establishes business development objectives for the group and meetings department, and for individual team members. Manages business development efforts on a day-to-day basis to ensure team is strategically progressing; develops and sustains measures of accountability via individual objectives. Establishes and monitors dashboards of individual and team business development metrics, Sales Activity ROI to promote efficiencies and focus toward goals and new market opportunities.

Business Development

- Identifies and implements standardized business development process methodology and ensures staff is properly trained and certified.

- Manages investments in CRM cleansing, analysis and utilization and ensures sales team understanding and maximization of resources.

- Implements with support from IT and CRM staff, information technology systems to support business development methodologies.

- Establishes and nurtures on-going business relationships and pursues leadership roles with key meeting and convention planner entities, third party site selection organizations and outside agencies for mutual benefit and business opportunities.

- Coordinates attendance and represents The Palm Beaches and its partners at targeted industry conventions/meetings for the purpose of promoting, directing, and securing existing and future business relationships.

- Ensures the DTPB partner participation in all business development sales programs as pertinent to the product specifics and establish a dominant competitive advantage for Palm Beach presence in the Domestic and International marketplaces.

- Implements pre/post-convention debriefings for all citywide events to document success/improvement opportunities and business intelligence.

- Partners with Marketing Department to develop and implement communication/advertising strategies for each key vertical.
• Communicates individually and through appropriate committee structure with the Hotels Directors of Sales and strives to understand their business development and revenue management strategies to ensure alignment.

• Manages the implementation of carefully choreographed destination reviews and site visits for qualified meeting planners showcasing the destination: accommodations, meeting facilities, transportation options, etc.

**Business Intelligence & Strategic Planning**

• Provides documentation and analysis of the sales department in terms of conventions, meetings and rooms booked and the activities of the sales staff on a regular basis for Senior Management and the Board of Directors.

• Creates and implements dashboards for all functional areas and individual sales staff to evaluate performance against prior year and current year objectives.

• Implements research to ensure that the destination is competitive in the meeting and convention segments.

• Designs and manages hotel room night tracking program that outlines the department’s business development effort on a monthly basis to include booking pace, market segments and beneficiary properties.

• Produces monthly business development activity/production reports to include variance analysis and action plans to address any short-falls in performance.

• Maintains research on competition regarding their marketing and business development strategies.

• Stays abreast of market trends and customer preferences and applies research and analytics to all strategies, tactics and investments.

• Develops and directs annual business development plan, including long and short-term strategies and operating plan, for incorporation in DTPB’s business plan.

• Supports quarterly Business Review sessions and ensures proper reporting and open dialogue toward systems and process improvement.

**Financial**

• Manages and operates within the department budget by monitoring expenses and forecasted activities on a regular basis.

• Executes marketing programs and strategies within approved budget and timeframes, in conjunction with sales targets.

• Negotiates on many levels such as systems vendors and meeting planning entities.
• Secures funding for financial assistance from potential sources such as VISIT FLORIDA, Brand USA, supplier contacts, co-operative sales activities with sponsors and partner companies.

• Monitors and approves Event Hosting and other booking incentive funds aimed at attracting business during “need periods” or to enhance in-county events that elevate The Palm Beaches meetings brand and future booking opportunities.

• Implements ROI analysis on all major investments to include trade shows, destination reviews, client functions, etc.,

Learning & Development
• Creates customized development plans for each team member within the department by leveraging internal and external resources.

• Coaches team members on an ongoing basis to ensure increased performance.

Communications
• Participates as a Member of the DTPB Executive Leadership Team, leads the process of the Group & Meetings Committee and participates in governance meetings with the Board of Director and other bodies as needed.

• Provides information on convention sales and services via presentation to industry executives, governance bodies, and local business entities to enhance DTPB’s community standing and visibility.

• Supports the Industry Relations team by providing quality experiences to partners at trade shows, sales mission and client functions thus promoting continuing participation and expansion of Partner programs.

• Leads weekly departmental staff meetings and participates in quarterly Business Review Meetings reporting on performance of functional area.

Interdepartmental Support
Within this context, the position co-ordinates with the Marketing Department by providing insights and input for effective development of media plans, digital strategies, collateral materials and AV tools to support meeting & convention sales and meet/exceed business development objectives.

SUPERVISORY RESPONSIBILITY
• AVP, Sales Groups and Meetings
• Senior Director, Conventions Sales
• Supervisor, Sales Activity Administration
• Senior Manager, Destination Services
• Specialist, Administration
QUALIFICATIONS, EDUCATION, EXPERIENCE

Candidate must have extensive exposure to this meetings and convention industry over the last decade. DTPB seeks a senior, experienced, high-profile individual with proven business development and selling skills, and experience in an intensely competitive, global marketplace. He/she may have come from an industry-related business or a Destination Marketing Organization of a medium-sized to large city. Strong preference for individuals with significant citywide/convention center sales experience.

Four-year Degree with a preference for an MBA from an academic institution.

Demonstrable leadership and sales management experience in a complex, marketing-based organization is essential. It is important to have an understanding of the issues facing the tourism industry in the convention/trade show marketplaces. Passion for The Palm Beaches as a destination is essential.

The successful candidate is a collegial and authoritative sales leader who can quickly develop rapport and results with the key convention and tradeshow customers including convention center management, meeting planners, corporate travel departments, county stakeholders, etc.

The successful candidate understands the dynamics of a partner driven organization composed of a diverse group of stakeholders from traditional and emerging business sectors that share a vested interest in increasing the number and financial quality of visitors to The Palm Beaches. Ideally experienced interacting with a Board of Directors and/or other high level executives.

Must possess strong management and creative selling skills and have the insight and interpersonal skills necessary to lead the business development team to the "next level."

CORE COMPETENCIES FOR THIS POSITION INCLUDE:

- Strategic Leadership—Develops and implements strategic business development plans and targets for achieving DTPB short and long term objectives/goals. Can balance the short term requirements and targets with building the long term capacity of the sales organization.
- Ability to build strong relationships with customers, partners, and other stakeholders. Effectively engages partners and represents their interests in the sales process with customers in North America and abroad.
- A change agent—Charts a course for change and growth in the business development function. Collaborates with Marketing and other parts of the organization. Willing to challenge the county's conventional wisdom.
- Strong, effective manager and team-builder—Listens, motivates and understands. Develops and communicates ambitious but attainable goals and regularly measures progress toward those goals. Holds sales staff accountable for results.
- Strong analytical skills to discern trends, gaps and deviations relative to individual or team efforts to take corrective action or reinforce effective strategies.
- Integrity – must have the right moral compass to ensure effective and proper use of funds, staff and organizational resources.
- Interpersonal Skills
- Decision Making
- Political Skills – Politically Savvy
• Influence Skills
• Strategic Thinking and Clarity
• Ability to build Collaborative communities - A diplomatic consensus builder.
• Ability to recognize and develop talent.
• Visionary and Inspirational
• Supportive and Motivational
• Persuasive
• Open to feedback
• Focused and Responsible
• Accountable and Decisive
• Analytical
• Fosters personal and team development.
• Business Development strategy
• Trustworthy
• Understanding of technology and systems.
• Strong leader with entrepreneurial skills.
• A leader with exceptional problem solving skills who is a quick study and possesses a desire and willingness to learn.
• A passionate and an inspirational leader that can support and act within a team environment.
• A motivated self-starter.
• A successful track record building alliances with a wide range of constituents.
• A natural relationship builder with a high likeability factor.

**TOP PRIORITIES FOR THE FIRST 6 – 12 MONTHS:**

1. Develop a comprehensive short and long term business develop plan to ensure that all TDC Performance Objectives assigned to the Group Sales Department are met/exceeded with emphasis on convention center room nights.
2. Conduct a staffing and structure assessment to ensure all team members can be successful in their current positions.
3. Develop a process to monitor the implementation of the ‘15/’16 Sales & Marketing Plan to ensure all strategies and tactics are implemented on time, on budget and on specification.
4. Support the marketing team in developing collateral and AV tools for effective sales activities and presentations.
5. Support the marketing team in enhancing website and digital assets that attract ideal meeting and convention planner and inspire inquiries resulting in leads and definite bookings.
6. Implement a sales force automation system to monitor the business development process.

**EQUAL EMPLOYMENT OPPORTUNITY**

Discover The Palm Beaches is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, creed, color, religion, alienage or national origin, ancestry, citizenship status, age, disability or handicap, sex, marital status, veteran status, sexual orientation, arrest record, or any other characteristic protected by applicable federal, state or local laws. Our management team is dedicated to this policy with respect to recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, employee activities and general treatment during employment.
WORK ENVIRONMENT

Working conditions are normal for an office environment. Work may require occasional weekend and/or evening work and some business travel. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

OTHER INFORMATION

This position description is meant to describe the general nature and level of work to be performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.

If you are interested in this position please respond via e-mail with cover letter, resume, and compensation information to:
Mike Gamble, President & CEO, SearchWide™
gamble@searchwide.com or call 651-308-1115.

For additional information on this and other opportunities with SearchWide™ please visit www.searchwide.com.