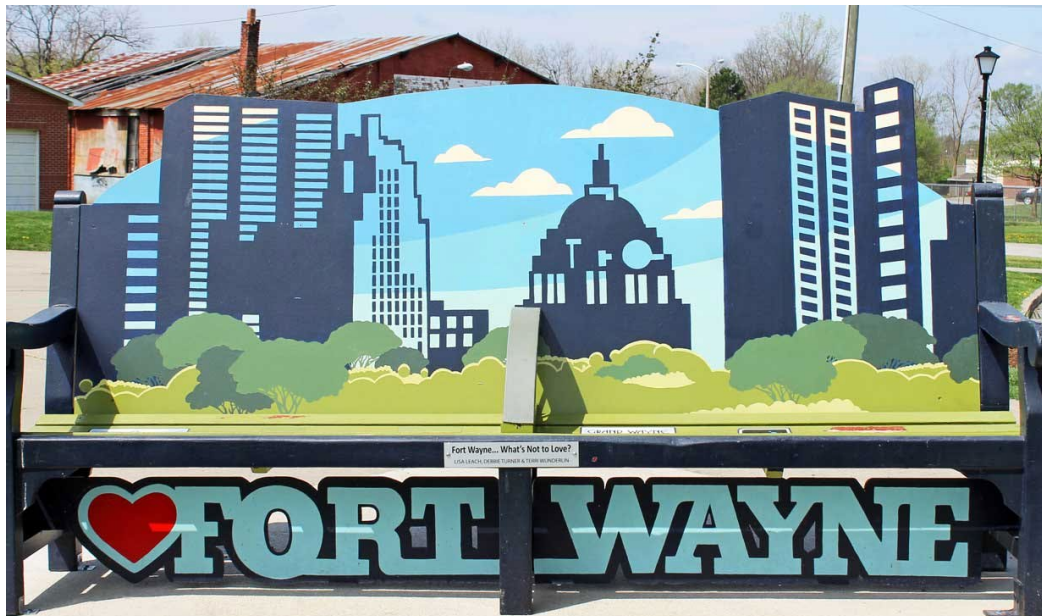
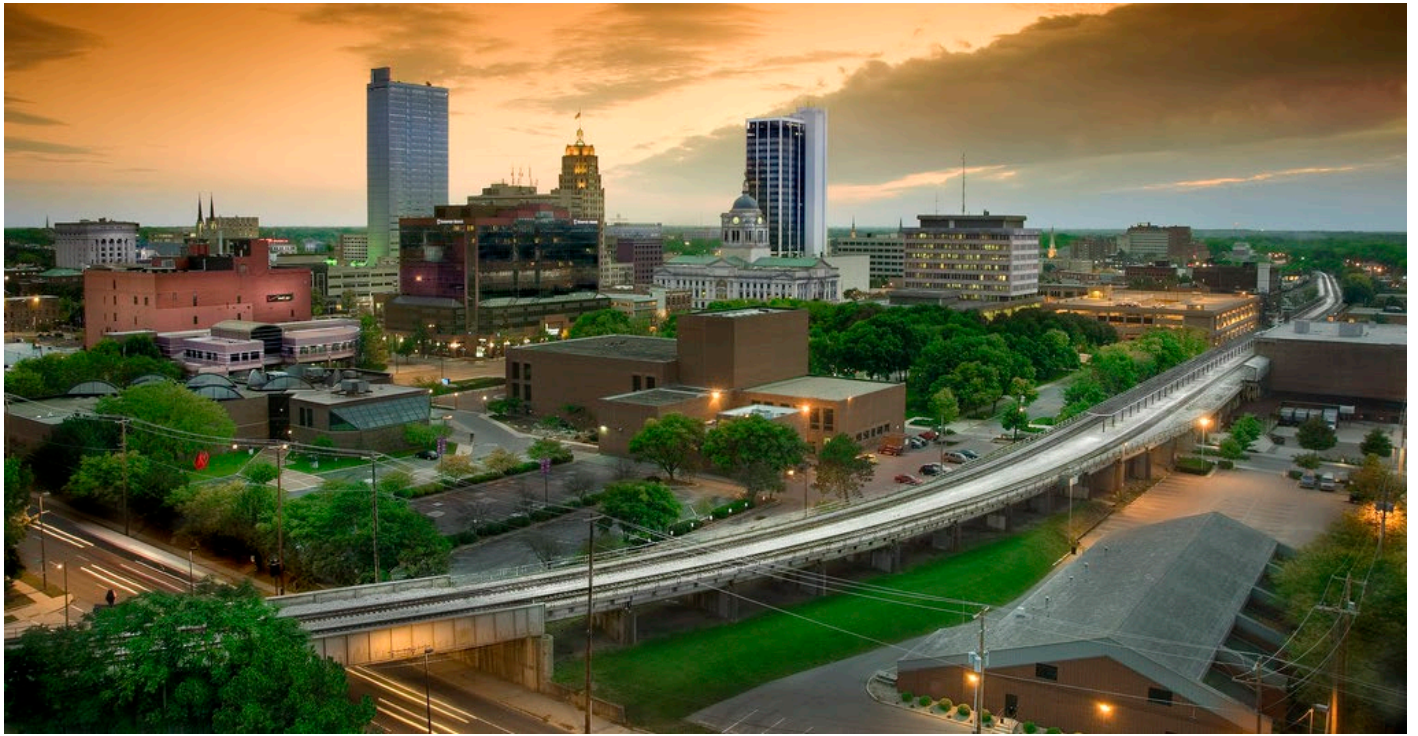


FortWayne

INDIANA

Visit Fort Wayne
DIRECTOR OF SALES
Fort Wayne, IN



ABOUT FORT WAYNE, INDIANA

Fort Wayne is Indiana's second-largest city, home to over 265,000 residents, with a MSA population of 430,000. It is located in Northeast Indiana, 2 hours north of Indianapolis and 3 hours from Chicago, Cincinnati, and Detroit.

Fort Wayne is a three-time All-America City Award winner and is consistently cited for its high quality of life and low cost of living. *US News & World Report* ranks it as the 40th best place to live. *Fiscal Times* magazine rated it first for job creation in the US. *InsuranceProviders.com* rated it the fifth safest city in the United States. A *Readers Digest* article reported Fort Wayne as one of the best 15 places to move to in the US before it gets too crowded. See more accolades at www.visitfortwayne.com/accolades



Fort Wayne has been called a 'just the right size' metropolitan area. It maintains a small town feel but offers many of the amenities of a larger city including a thriving arts scene, professional sports teams and events, and a robust lake life.

- [Downtown Fort Wayne](#) is the heart of the city. It is the home to Parkview Field, ranked the #1 minor ballpark in the US. It also is home to the award-winning Grand Wayne Convention Center with three attached hotels, over 50 restaurants, and a lively brew pub/night life/music scene that rivals many larger markets.

New in downtown Fort Wayne is Promenade Park, a \$100 million riverfront development project featuring new river recreation including kayaking, boating, paddle boards and 'tree-top canopy trail.' Two new hotels, three housing projects and dozens of businesses are opening soon generating a new urban lifestyle in Fort Wayne.

- [Attractions](#) – Fort Wayne promotes itself as a family destination due to its award-winning attractions including one of the nation's top ten zoos, the #1 minor league baseball experiences and parks in the U.S., a large, hands-on science center, and a vibrant downtown filled with street fairs, festivals and family-oriented special events. Other attractions include an art museum, history center, dozens of festivals and music venues which host hundreds of national bands and performers entertainers in concerts both big and small, indoors and out.
- [Outdoor Activities](#) – Fort Wayne has an award-winning parks system offering 90 parks and over 100 miles of dedicated bike and walking trails throughout the city - connecting neighborhoods to the downtown core. Over 100 lakes are located within 50 miles of Fort Wayne.
- **Convention and Tournament Destination** – Fort Wayne is a very successful convention and meetings destination with two major venues – the Grand Wayne Convention Center, and Allen County War Memorial Coliseum and Expo Center.
- [Grand Wayne Convention Center](#) – The Grand Wayne Center is the heart of our city's downtown convention package. It spans two city blocks, offers 225,000 sq. ft. of meeting space, has three attached hotels, is located across the street from an historic theater, a beautiful ballpark and has 20+ restaurants nearby.
- [Allen County War Memorial Coliseum](#) offers an 10,000-seat arena, 100,000 sq. ft. expo space and over 50,000 sq. ft. of meeting space and 5,000 surface parking spaces. It is within a mile of dozens of hotels, restaurants and shopping malls.



- Youth Sports – The combination of facilities, affordable accommodations and Midwest location make Fort Wayne a desirable destination for your sports. Over 100,000 people compete annually at 9 indoor and outdoor sports venues.



For additional resources about relocating to Fort Wayne please visit:

- [Transplants Tell Why They Relocated to Fort Wayne](#)
- [Living in NE Indiana](#)
- [Educational Opportunities](#)
- [2018 Fort Wayne Visitors Guide](#)

ABOUT VISIT FORT WAYNE

Mission

Visit Fort Wayne conducts marketing and sales programs to attract visitors to Fort Wayne/Allen County’s convention and tourism facilities, so our community can derive the economic and social benefits of a prosperous tourism industry.

Vision

Fort Wayne is the best destination in the Midwest for conventions, trade shows, sports tournaments and family trips. Visitors enjoy their stay because of the famous “Hoosier Hospitality” they experience during their visit to Fort Wayne.

Goals

- Conduct effective sales and marketing programs to attract conventions, meetings and tournaments
- Produce effective advertising campaigns to attract leisure visitors and travel media attention
- Provide friendly visitor information services to promote our community and industry partners
- Provide leadership to grow our community’s tourism industry

The Impact of Visitors on Fort Wayne's Economy

Fort Wayne and Allen County welcome more than **5.9 million** visitors annually to our attractions, festivals, arts and events. Visitors directly spend **\$619 million** in food, lodging, retail and entertainment purchases, generating **\$94.3 million** in local tax revenue. Tourism is the 7th largest industry in Allen County, and the 4th largest in Indiana counties in tourism spending.

The tourism industry affects economic development and job creation. Tourism employment in Fort Wayne and Allen County sustains and retains **11,198 jobs** with over **\$247 million** in paid wages and salaries and wages to tourism industry employees.

Click [here](#) for more information on Visit Fort Wayne.



POSITION SUMMARY

Title: Director of Sales
Department: Group Sales
Reports to: President/CEO

Visit Fort Wayne, an independent, not-for-profit organization seeks an experienced leader in destination sales to manage our Group Sales department to market and sell Fort Wayne, Indiana for conventions, meetings and sporting events.

RESPONSIBILITIES

- Provide the leadership achieve the department's goals in leads, bookings and room nights
- Lead the convention sales, sports and services staff by teaching, leading, training and mentoring to implement effective sales strategies and promotions with their prospective clients and industry partners.
- Generate new business from nationally-based clients for their regional, national and international conventions
- Coordinate with Bureau's marketing staff an effective marketing campaign to association and sports clients
- Perform outside sales including tradeshow, sales missions and bid presentations.
- Write or present bid proposals for conventions clients considering Fort Wayne
- Develops and maintain professional relationships with industry partners
- Learn and communicate Fort Wayne's destination venues and assets
- Must be able to prioritize multiple responsibilities and meet deadlines
- Become proficient with Simpleview software and MS Office software programs

QUALIFICATIONS

Job qualifications include a bachelor's degree in related field, five or more years of destination or hotel sales experience, or some combination of education, professional development training and experience.

The preferred candidate would have the following:

- DMO experience
- Existing sales relationship with national clients
- Possess strong leadership, human relations and communication skills
- Previous leadership experience within sales required
- Excellent communication skills, both written and verbal required
- Strong interpersonal and problem solving abilities
- Highly responsible and reliable
- A motivator and connector to drive production

TOP PRIORITIES FOR FIRST 30-60-90 DAYS

- Establish a solid working relationship with the CVB sales team, hotels and convention facilities sales teams
- Create a strategic sales plan to attract conventions and meetings from national association groups.
- Implement a coordinate sales campaign to national association accounts for their Midwest region meetings

If this could be a great opportunity to extend your professional reach, please respond through the [SearchWide Global](#) website or email your resume to the following SearchWide Executive:



Erika Donato, Researcher & Recruiter | SearchWide Global

www.searchwideglobal.com | info@searchwide.com

609-424-9126 (mobile)