DISCOVER ST. LOUIS

If you haven’t been to St. Louis lately, then you need to take another look. With a vibrant convention package bolstered by a multi-billion dollar transformation, St. Louis has what you need to hold a memorable and productive meeting, convention or event. From the $380 million transformation of the grounds surrounding the iconic Gateway Arch, to an ever-expanding list of unique venues and locations, St. Louis has world-class restaurants, entertainment and attractions that will put the excitement into your next meeting.

Urban explorer, die-hard sports fan, aficionado of family fun…no matter what type of traveler you are, you’ll find what you’re looking for, it’s all in a day’s fun in St. Louis. Journey to the top of the Gateway Arch, discover our unique neighborhoods, take a historic tour of Civil War sites, sample the wares of local craft breweries, or make your own list.

- **See & Do** – Every vacation starts with the “must see” landmarks and hidden gems that make a city special
- **Dining & Nightlife** – Discover a delicious variety of restaurants, bars, music venues and hot spots
- **Shop** – From high-end department stores to handmade local goods will satisfy a wide range of tastes
- **Stay** – Something for everyone’s tastes and budgets includes hotels, bed and breakfasts and fun campgrounds
- **Neighborhoods** – From eclectic boutiques, signature cuisine to exciting nightlife and live entertainment
- **25 Things to Do** – Explore St Louis Arch, STL Zoo, City Museum and St Louis Six Flags and much more
- **Day Trips** – Attend regional wine tasting, explore hidden caverns, French colonial heritage and much more
- **Itineraries** – One or two day schedules feature everything from outdoor adventures, art exhibits and garden tours
- **Beer & Brewing** – St Louis is home to a number of microbreweries and brewpubs

ABOUT THE ST. LOUIS CONVENTION & VISITORS COMMISSION

The St. Louis Convention & Visitors Commission (DBA Explore St. Louis) is the official destination marketing organization responsible for selling St. Louis City and St. Louis County as a convention and meeting site and as a leisure travel destination. Explore St. Louis works to attract citywide conventions, one-hotel meetings, sporting events, group tours and individual leisure travelers to St. Louis. More than 700 local and regional businesses are partners with Explore St. Louis.

The St. Louis Tourism Bureau was founded in 1909 by a group of local business leaders, after seeing the success of the 1904 World’s Fair. In 1984, the Bureau was restructured and combined with the St. Louis County Office of Tourism to form the St. Louis Convention & Visitors Commission (SLCVC), a regional commission of the State of Missouri. Dedicated funding for the SLCVC and the Regional Arts Commission through a new tax on hotel rooms was implemented. The SLCVC’s board was reorganized in 1991 to reflect the organization’s new role in managing the expanded America’s Center Convention Complex including the 67,000-seat Dome at America’s Center, 1,400-seat Ferrara Theatre, a 28,000 square-foot ballroom and the St. Louis Executive Conference Center.

The SLCVC’s 11-member Board of Commissioners is headed by a chairman appointed by the Governor of Missouri. Five Board members are appointed by the Mayor of the City of St. Louis and five are appointed by the St. Louis County Executive. According to the organization’s enabling legislation, three of each official’s appointees must be actively engaged in the St. Louis hotel industry

Click [here](#) to download the Explore St. Louis Fiscal Year 2018 Annual Report.
**Explore St. Louis at a Glance**

- A 3.75 percent tax paid by visitors on transient lodging in St. Louis City and County provides the funding for the Explore St. Louis, 11/15 of which is used by Explore St. Louis for its sales and marketing programs and operations. The remaining 4/15 of the tax supports the programs of the St. Louis Regional Arts Commission.
- According to a study conducted by the University of Missouri-St. Louis, the activities of Explore St. Louis directly contribute more than $5 billion to the local economy on an annual basis.
- St. Louis welcomes 26.1 million annual visitors for leisure, conventions, meetings and business travel.
- Visitors spend $5.8 billion in St. Louis and tourism provides jobs for 88,000 area residents.
- St. Louis area tourism workers earn $3.22 billion in wages yearly and the industry generates $1 billion in local, state and federal taxes each year.
- Travel and tourism rank among the top seven industries in St. Louis City and County.
- Each household in St. Louis City and County receives $1,166 a year in tax savings as a result of travel and tourism.

**CONVENTION COMPLEX**

The America’s Center Convention Complex is home to four distinct meeting facilities under one roof: Cervantes Convention Center, The Dome at America’s Center, the St. Louis Executive Conference Center and the Ferrara Theatre. In addition, the convention center features five exhibit halls, a ballroom and more than 80 meeting rooms.

- Located in the heart of Downtown St. Louis.
- 502,000 square-feet of prime exhibit space.
- 80 versatile meeting rooms.
- 28,000 square-foot ballroom.
- 67,000-seat Dome at America’s Center.
- 1,400-seat Ferrara Theatre.
- St. Louis Executive Conference Center.

**CERVANTES CONVENTION CENTER**

The Cervantes Convention Center is named after the late businessman, promoter and Mayor of St. Louis, Alfonso J. Cervantes who was known for his passion for the region, the power of his personality and penchant for getting things done. Cervantes spearheaded the original development of the convention center which first opened its doors in 1977. Since then, the center was expanded to the south in 1993 followed by the opening of The Dome at America’s Center in 1995. Today the Cervantes Convention Center is part of the America’s Center Convention Complex, consisting of 502,000 square feet of exhibit and event space, a 28,000 square foot ballroom, 1,400 seat theater and 67,000 seat domed stadium.

**THE DOME AT AMERICA’S CENTER**

The Dome at America’s Center has hosted numerous major conventions, trade shows and exhibitions as well as events as varied as rock concerts, motocross races and monster truck rallies. In 1999, The Dome at America’s Center hosted a Mass celebrated by Pope John Paul II, which was the largest indoor gathering ever held in the U.S. The facility has also played host to a number of large-scale amateur and professional sporting events, including the 2005 NCAA® Men’s Final Four®.
ST. LOUIS EXECUTIVE CONFERENCE CENTER

The St. Louis Executive Conference Center (ECC) is the ideal place for your next small meeting. With the state-of-the-art amenities you’d expect to find in a world-class meeting facility the fully appointed conference suites are designed with your productive meeting in mind. Located on the third floor the America’s Center convention complex, the ECC is tailored for meetings of up to 100 people.

FERRARA THEATRE

The Ferrara Theatre offers an intimate, comfortable location for lectures, concerts and a variety of corporate and general presentations.

Tucked inside the America’s Center convention complex, the 1,400-seat venue offers state-of-the-art audiovisual system along with convenient parking and access to restaurants, hotels and shops in the burgeoning downtown Loft District.

Click here for more information on America’s Center Convention Complex.

POSITION SUMMARY

Responsible for developing, implementing and leading Explore St. Louis’ sales programs; creating and directing an effective sales plan for meeting/sports group sales, and all sales aspects of America’s Center to economically enhance the St. Louis hospitality and business community. Administers the daily operation of the sales division and coordinates a sales plan that supports these efforts. Ultimately accountable for booked room nights and America’s Center Convention Complex revenue. Maintains a superior knowledge of the Explore St. Louis organization, its St. Louis product and its partnership base. This position requires external contact with visitor industry businesses, and the local community to build relationships that foster successful partnerships.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned:

- Carries out supervisory responsibilities in accordance with Explore St. Louis policies and applicable laws. Responsibilities include interviewing, hiring and training employees; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
- Supervises five (5) direct reports; Director of Convention Sales; Director of Executive Meetings; Director of Specialty Markets; Scheduling and Contracts Manager and Sr. Administrative Assistant. Oversees larger Sales Department team consisting of Sales Managers and administrative personnel.
- Assists in the preparation of a yearly marketing plan.
- Provides input for marketing tools direct mail, collateral, exhibits, sales promotions, special events, and publications.
- Supports the strategic direction of the marketing plan (i.e. evaluations, adjustments, budgets, and supervision of department personnel).
- Maintains accountability for building strong relationships with contacts at hotels, airlines, attractions/events, and other businesses; the visitor industry as well as the local community. Fosters ties that lead to successful partnerships.
- Coordinates research and evaluation programs for the Sales department.
- Institutes processes and provides oversight to ensure qualified sales leads and bookings. Compiles monthly departmental reports.
• Prepares and ensures accuracy of database sales files. Complete and delivers reports on time. Manages key accounts.
• Collaborates with Explore St. Louis department heads to plan and implement sales promotions regarding FAM trips, special client events, and hosted industry meeting events.
• Interacts with clients regarding site visits, planning visits and pre-cons for booked meetings.
• Interacts with local hospitality members to produce a cohesive sales approach for the community.
• Serves as a member on management committees for special projects.
• Travels as required to attend industry conventions, trade shows and sales calls / presentations.
• Works a flexible schedule as necessary to include nights, weekends and holidays.

QUALIFICATIONS
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This individual must possess a knowledge and appreciation of St. Louis plus knowledge of the Hospitality industry, Convention or Tourism business, meetings tradeshows and markets. Ability to manage and motivate a large sales team is necessary. Must possess a valid driver’s license.

Education / Experience:
Convention hotel sales leadership experience or a combination of hotel/DMO sales leadership experience is mandatory. Bachelor’s Degree (B.A.) from four-year college or university is preferred, or twelve to fifteen years related convention sales experience with six or more years sales leadership experience; or equivalent combination of education and experience is preferred.

Language Skills:
Ability to read and interpret documents such as procedure manuals. Ability to write reports and correspondence. Ability to conduct meetings, make presentations and speak effectively while presenting information and responding to questions from managers, employees, customers and the general public. Effective oral and written communication skills required. Good negotiation skills are key with this position.

Mathematical Skills:
Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals.

Reasoning Ability:
Good reasoning ability. Ability to apply common sense understanding to carry out furnished instructions in written and oral form. Aptitude to work with others, maintain heavy workloads and handle frequent interruptions.

Technology Skills:
Must utilize computer to accomplish job tasks. Computer literacy essential in word processing and spreadsheet applications for writing comprehensive reports and business correspondence. Intermediate knowledge and use of Outlook and CRM database required. Knowledge of fiscal planning and management, budgets and systems.

Physical Demands:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, stand, walk and drive a vehicle. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close
vision, distance vision, and peripheral vision. Specific hearing abilities required by this job include the ability to hear to be able to listen and have conversations using a telephone.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of responsibilities, duties and skills required of personnel so assigned.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable state and federal laws.

Certain job functions described herein may be subject to possible modification in accordance with applicable state and federal laws.

TOP PRIORITIES WITHIN THE FIRST 6-MONTHS TO 1-YEAR

1. Motivate and position team for success.
2. Evaluate current pace, and collectively with team, pursue opportunities to fill voids.
3. Ensure systems and policies for sales team to pursue new business development are in place with accountable metrics.
4. Continue to develop the three directors of sales (Director of Convention Sales; Director of Executive Meetings; Director of Specialty Markets).
5. Know where the “CRM Committee” is at regarding the investigation and RFP for a new CRM system.

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 Global Executive:

Mark Gnatovic, Executive Vice President | SearchWide Global
www.searchwideglobal.com | info@searchwideglobal.com
817-251-9118 (direct) | 817-789-9879 (mobile)

About SearchWide Global

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