

VICE PRESIDENT OF CONVENTION SALES & SERVICES

Visit Oklahoma City | Oklahoma City, OK





In OKC, you'll be greeted with overflowing kindness as you discover the heritage, culture and resiliency that lives on in the Oklahoma City of today. Oklahoma City is known as the Modern Frontier. It's rich with opportunities and seasoned with character. We're a "yes" city where we actively make things happen. Our collaborative and energetic vision has transformed OKC over the past several decades as we've invested nearly \$2 billion in ourselves building world-class attractions, sports venues, urban parks and a new convention center complex. And we're not done yet!

[Attractions](#) | [Arts & Entertainment](#) | [History & Heritage](#) | [Nightlife](#) | [Outdoor Recreation](#) | [Shopping](#) | [Sports](#) | [Tours](#)

MEET IN OKC

Whether you're searching for the sleek modern edge of a city or a true-to-its-roots destination, Oklahoma City presents an exciting, inviting blend of both for event planners and attendees. With nearly 19,000 hotel rooms and a rising, all-new convention scene, OKC offers the whole package for meetings and conferences of all sizes and budgets. Including a state-of-the-art, 500,000-square-foot convention center, an Omni headquarter hotel and 25 downtown hotels within walking distance of the Convention Center, a 70-acre downtown park, a convenient, modern streetcar system, a booming culinary and arts scene, and more. There's never been a better time for your team to meet in the Modern Frontier!

[Oklahoma City Convention Center](#) - The stunning new Oklahoma City Convention Center is a total of 500,000 square feet and includes a 200,730 square foot exhibit hall, which is divisible into four halls; a versatile 29,874-square-foot ballroom with 5,000-square-foot pre-function space and terrace overlooking Scissortail Park, and nearly 45,000 square feet of meeting space; and a 9,726-square-foot junior ballroom, and more than 65,000 square feet of pre-function space.

[Omni Oklahoma City Hotel](#) - The Omni Oklahoma City Hotel is a true outdoor recreation, entertainment and culinary destination while paying homage to the heritage and modern progress of the city. The hotel features 605 luxurious guest rooms, inclusive of 29 suites, with dramatic views of the 70-acre Scissortail Park and the downtown skyline.

[Scissortail Park](#) - Scissortail Park is a 70-acre urban oasis extending from the core of downtown Oklahoma City to the shore of the Oklahoma River. The park's features include lush flower gardens and tree-lined walkways, multiple cafes, a concert stage with a six-acre great lawn and non-motorized water rentals for the tranquil lake.

[OKC Streetcar](#) - The OKC Streetcar connects almost five miles of hotels, dining, and districts in downtown Oklahoma City. This modern streetcar system is a convenient way to commute around our many downtown and Bricktown hotels to restaurants and nearby attractions.

[Bricktown Entertainment District](#) - Just a short walk from downtown hotels, event venues and attractions, this former warehouse district is filled with [restaurants](#), nightlife and entertainment options. From taking a cruise along the [Bricktown Canal](#) to catching an [Oklahoma City Dodgers](#) game at the Chickasaw Bricktown Ballpark, Bricktown is a favorite destination for visitors and locals alike. Just north of Bricktown is historic [Deep Deuce](#), where you can find more great restaurants and nightlife options.



WHAT'S COMING

OKANA Resort & Indoor Waterpark - The Chickasaw Nation recently unveiled plans for a major resort-style development to be located adjacent to the newly-opened First Americans Museum. Situated along the Oklahoma River near downtown Oklahoma City, OKANA Resort & Indoor Waterpark will be a \$400+ million tourist destination designed to continue the momentum of economic development in Oklahoma City managed by Pyramid Global Hospitality.

Innovation District - The Oklahoma City Innovation District is designed to be an epicenter for collaboration, innovation, opportunity and economic growth. The Innovation District encompasses about 1.3 square miles east of downtown Oklahoma City and is the home to our city's growing bioscience sector.

OAK - OAK is an exciting new type of development — one that will change the way life is lived and work is done in Oklahoma. It's an entertainment destination that pays off OKC's reputation as a city on the rise. In three phases, it will transform NW Expressway and Pennsylvania Avenue into an entertainment, residential and retail space.

COOP Ale Works New Home - The historic 23rd Street Armory, which previously housed the Oklahoma Army National Guard, will be restored into the new home of Oklahoma's own COOP Ale Works. More than \$20 million will be spent to update the 87,000-plus-square-foot building during the next two years.

Clara Luper Civil Rights Center - MAPS 4 will save the Freedom Center and build the Clara Luper Civil Rights Center. The historic Freedom Center, which will transform the city, state and nation's knowledge of our civil rights history, will be renovated. The new Clara Luper Civil Rights Center will serve as a civil rights museum for Oklahoma City.

Gordon Ramsey Restaurants - Celebrity chef Gordon Ramsey is planning a casually refined and inviting restaurant within the vibrant Chisolm Creek shopping and entertainment district. Experience an all-day dining menu at Ramsay's Kitchen.

The Half- Once fully developed, this new hotspot will offer a mix of fun dining and entertainment options, including Chicken N Pickle, Andreotti Indoor Karting and Games, boardwalk dining options, and so much more.

Truck Yard in Bricktown - The Truck Yard in Bricktown will be situated along the Water Taxi Canal near the Land Run Monument. In addition to the restaurant and bar, Truck Yard will have a food truck court, a dog-friendly beer garden, outdoor games, public art and live music. This location of the popular Texas chain will be the first in Oklahoma.



ABOUT VISIT OKLAHOMA CITY

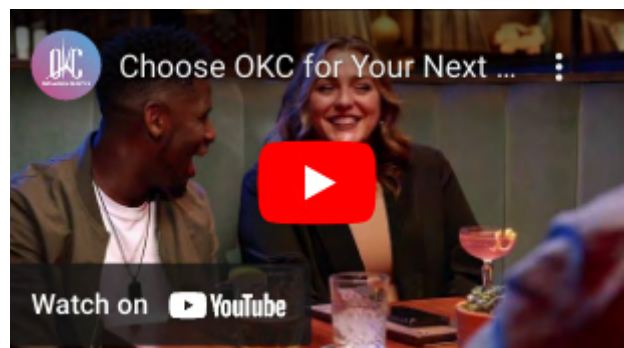
Visit Oklahoma City has played an integral role in creating the dynamic environment that makes Oklahoma City a first-class visitor destination. As a division of the Great Oklahoma City Chamber, the region's leading visionary organization for community growth and economic development, Visit OKC is in a unique position to play a significant role in both marketing and selling Oklahoma City as a destination but also in influencing its future growth and development.

This long-term engagement and involvement of the region's business community in the work of growing a visitor economy can best be seen in the large-scale civic and community projects that form the cornerstones of what is bringing visitors to the city today – the new convention center and the downtown arena to name a few examples. The Chamber championed their development and led the campaigns that resulted in their construction. The partnership goes beyond public facility development. The groups also work closely together on issues such as workforce development and public advocacy.

When you are looking at Oklahoma City as a potential meeting or convention location, Visit OKC is here to make you look like a rock star for picking such a city on the rise. Our convention sales and services staff would love nothing more than to make sure your next event goes off without a hitch.

We're pretty proud of the recent progress our city has made, and we love showing off all that Oklahoma City has to offer. Public and private partnerships over the last two decades have dramatically transformed the face of the city, making it easier than ever to brag on OKC. Since 1993, OKC has seen more than \$5 billion of public and private investment in quality-of-life projects and improvements throughout the city. And with the passage of MAPS (Metropolitan Area Projects) 4 equating to \$1.1 billion in future public investment, the best is yet to come.

There is excitement in the air in Oklahoma City. And we have the enviable job of sharing that excitement with the world, spreading the good news of all there is to see and do in OKC.





POSITION SUMMARY

The Vice President of Convention Sales & Services will direct and lead Visit OKC's sales and services department towards its mission. This leader will work directly with local stakeholders and the Visit OKC President on the overall sales and service strategy for the organization. The individual will represent the community and Visit OKC as the "meetings and conventions" expert for Oklahoma City with the media as well as with national corporations and organizations sourcing future meeting locations.

Direct Reports: Director of Convention Sales, Director of Convention & Event Services, CRM Database & Sales Coordinator, total staff of 10 FTE's for fiscal year 2024

ESSENTIAL DUTIES & RESPONSIBILITIES

- Must be able to travel independently. Reliable transportation and a valid driver's license are required. A high amount of mobility is necessary. Extensive travel may be required.
- Must be willing and able to work some evenings, weekends, and/or holidays based on client and office demands.
- The position requires a professional, diplomatic demeanor and exceptional relationship-building skills.
- The ability to listen and understand information and ideas and the capacity to communicate information and ideas so others understand.
- Develop a detailed plan to attract national and international conventions to the destination to achieve annual measurable goals.
- Ability to understand and develop sales metrics to include target markets, pace reports, and routine activity levels.
- Exceptional public speaking and presentation skills.
- Critical thinking and analytical skills with the ability to see "the big picture." Capability to utilize resources within Chamber to maximize results.
- Demonstrated ability to successfully handle a multitude of projects and demands simultaneously.
- Position requires extended periods of sitting and can also require extended periods of standing.

Principal Duties

- Oversees all sales and services functions for Visit OKC. Serves as a member of the Visit OKC leadership team.
- Manages the sales and services relationship with the OKC Convention Center and other municipal facilities. Directs the citywide sales and services effort for the destination.
- Provides guidance to the sales team in managing key accounts through activities such as sales calls, site visits, tradeshow activity, and FAM trips.
- Conducts regular meetings with the sales team to discuss upcoming activities, outstanding leads and special projects. Fosters a fun, proactive sales environment to generate demand throughout the calendar year to include need time frames.
- Utilizes software systems and reports (i.e., Simpleview, FuturePace, STR) to track sales production and to develop monthly benchmark reports.
- Directs all membership and strategic partnerships relative to convention trade organizations.
- Directs regular hotel stakeholder meetings as designated. Maintains ongoing effective communications with local stakeholders, including hotels, restaurants, and attractions.
- Presents frequently during Convention & Visitors Commission (CVC) meetings.
- Assists organizations in educating the public about the economic and social benefits of tourism within the community.
- Works with the leadership team to develop the annual budget, scope of work, and marketing plan. Once approved, reviews and monitors on a monthly basis, reporting variances and taking action as needed.
- Builds strong relationships with existing and prospective clients seeking convention and event opportunities within the destination.
- Represents Visit OKC at select state, regional, and national conventions to drive awareness and opportunities for the destination.
- Selects, mentors, motivates, and evaluates assigned personnel and coordinates sales and services staff training.

ESSENTIAL DUTIES & RESPONSIBILITIES

Principal Duties

- Establishes goals for respective staff and assists staff in order to meet those goals.
- Works closely with the marketing department for all convention-related promotional needs. Assists in the development of promotional materials, marketing collateral, social media, and micro-sites.
- Helps identify and develop local corporate sponsorship opportunities as needed.
- Drives the destination experience via the convention services department to ensure successful outcomes of all events and meetings.
- Guides the destination services team relative to attendance building initiatives, convention housing, pre-planning process, arrival and departure activations and in-destination support. Responsible for delivering creative solutions for all clients to consistently exceed expectations.

QUALIFICATIONS

- Four-year degree from an academic institution; marketing, sales or business major is preferred.
- A minimum requirement of 8 years of experience in hospitality sales with a combination of hotel and DMO sales and marketing experience is preferred.
- Knowledge of convention sales, business theories, practices, and procedures.
- Must possess a strong client base and knowledge within the convention and meetings field.
- Offers a strong track record in the attainment of sales and marketing goals.
- Knowledge of the Oklahoma City area and its business environment is preferred.
- The ability to work under a team concept of management.
- Excellent verbal, written, and presentation skills.
- Strong interpersonal skills and an ability to provide leadership.
- Experience in supervision with proven ability to recruit, train, and develop staff.

TOP PRIORITIES

1. Get to know OKC and begin to develop strong and meaningful relationships with all stakeholders (i.e., city leaders, Visit OKC Commission, Chamber staff, convention center/ASM Global, and the hospitality industry, including hotel leadership, customers, attractions, etc.).
2. Evaluate the sales and services team's current policies, booking guidelines, structure, and strategies. Make recommendations for changes, if needed, and implement them.
3. Engage all convention and event customers that frequent our destination. Understand their history, what worked, and what has not, and begin to develop relationships and trust.
4. Take a leadership role in driving the tourism & convention strategy to position OKC as a premier convention and meetings destination.



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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Andrea Christopherson.

SearchWide Global is a full-service executive search firm primarily for companies in the event, tradeshow, convention, tourism, and hospitality industries. We specialize in C-Level, Director, and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.

Fiscal Year 2024 Visit OKC

Organizational Chart

