



## MONTEGO BAY CONVENTION CENTRE

### Job Description and Specification

JOB TITLE:	Director of Marketing, Sales & Events
PRESENT GRADE:	
POST #:	
REPORTS TO	General Manager
MANAGES:	Marketing, PR & Social Media Manager International Sales Manager Senior Events Managers Events Managers Sales Managers Catering Sales Manager

**THIS DOCUMENT IS VALIDATED AS AN ACCURATE AND TRUE DESCRIPTION OF THE JOB AS SIGNIFIED BELOW**

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Manager/Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Head of Department/Division

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date received in Human Resource Division

\_\_\_\_\_  
Date created/revised

## **JOB PURPOSE**

Under the direction of the General Manager, the Director of Marketing, Sales & Events is responsible for developing new and existing business by conducting on-going sales solicitation efforts for international, national, regional and state conventions, tradeshow, consumer shows and social functions. Main focus is on international sales, working with industry partners.

## **KEY OUTPUTS**

- Strategic direction and advice to the General Manager on all matters affecting Marketing, Sales & Events.
- Marketing, Sales & Events objectives and goals developed.
- Public Relations image of the facility developed;
- Advertising and publicity campaign to create awareness of the facility implemented;
- Marketing material and procedures developed;
- Statistics, reports and budgets prepared;

## **KEY RESPONSIBILITIES**

- Ensure proper supervision and coordination of personnel policies and guidelines
- Ensure that duties, responsibilities, authority, and accountability of all direct subordinates are defined and understood
- Responsible for assigned sales efforts
- Prepares sales promotion letters and make sales phone calls
- Creates detailed bid proposals for prospective events
- Prepares and delivers direct presentations to potential users – associations, corporations, and organizations
- Serves as the customer's initial MBCC contact. Guides customer from initial planning through the execution of a license agreement, then ensures a smooth transition to the final event planning and production services offered by the Event and Operations department.
- Represents the Convention Centre for both in and out of town sales activities
- Works jointly with the JTB, JHTA and other hospitality groups in the general promotion and sales of the Convention Centre and the Montego Bay area
- Prepares rental agreements consistent with Convention Centre Guidelines
- Negotiates license agreements and financial terms in accordance with MBCC policies and pricing guidelines
- Conducts tours of the Convention Centre
- Prepare sales and other departmental reports
- Provide interpretation of the Convention Centre's rules and regulations
- Maintain records and prepare reports and correspondence related to events and facility use
- Makes sales trips and calls to future and existing users of MBCC
- Oversee sales team

- Establish strong client base ensuring quality guest services
- Assist Sales Team in accomplishing sales and marketing goals
- Maximize total room revenues and profits
- Participate in industry related tradeshows and meetings
- Work with Senior Sales & Marketing Manager to market the facility through direct advertising, print collateral and internet
- Develop sales contracts and addendums and monitor compliance
- Identifies and implements sales goals and objectives
- Prepares statistics, reports and budget presentations for top management
- Handles pre-event correspondence and meetings until such time as account can be turned over to the Event Services Department
- Initiates client entertainment, appreciation programme and attends industry trade shows and conventions and other programmes aimed at client retention
- Perform common managerial functions; planning, organizing, communicating, supervising, controlling and other Managing Directorial functions including acting as Director on Duty as needed
- Directs the public relations image of the facility – working with Public Relations. Establishes and maintains relationships with media, industry influencers and key community and strategic partners. Acts as facility spokesperson and liaison with the general public
- Directly supervises Marketing, Public Relations and Group Sales staff. Carries out supervisory responsibilities in accordance with MBCC's policies and applicable laws. Develops and implements an advertising and publicity campaign to create regional and national, and international awareness of the facility
- Creates and supervises marketing plans for events when required, to include all available services: groups sales, public relations, media placement, direct mail, promotional development, non-profit opportunities, etc.
- Develops marketing material and procedures to have the department function effectively as an in-house agency
- Remains current on national trends in the industry and local market changes to best serve the facility
- Performs other duties as assigned by the Managing Director

### **REQUIRED COMPETENCIES**

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.

- Excellent communication, problem solving and organizational skills
- Knowledge of supervisory principles and practices
- Result oriented with exceptional leadership and motivational skills
- Ability to multi-task under extreme pressure in a fast-paced environment
- Maintain an effective working relationship with clients, employees, exhibitors, patrons and others encountered in the course of employment
- Strong computer skills

- Ability to work with minimal supervision.

### **PERFORMANCE INDICATORS**

- Level of satisfaction with the quality of advice and timeliness of attention given to matters;
- Compliance with established policies and procedures;
- The extent to which sales, marketing and event services plans are prepared in accordance with established format and time frame;
- Confidentiality, integrity and sensitivity displayed in the execution of duties;
- Reports meet quality standards and produced within agreed time frames;
- Performance standards are specific, measurable, realistic and time bound.

### **QUALIFICATION AND EXPERIENCE**

- Bachelors' degree preferred in Marketing, Sales, Business or related field along with 7+ years' experience in hospitality industry, related to booking national groups sales in a similar market as well as managing a sales team or equivalent combination of education and experience.
- Must have first-hand knowledge to obtain leads from the Caribbean and international market mainly USA & Canada

### **SPECIAL CONDITIONS ASSOCIATED WITH JOB**

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.

- Long hours of work and work on week-ends, as necessary
- Must have valid passport & appropriate visas
- Position requires step climbing, walking, and sometimes running;
- May be subject to physical confrontations;
- Indoor and outdoor working conditions

## **AUTHORITIES OF THE JOB**

- Directly supervises Managers, Assistants or Coordinators in the Sales & Event Services Department. .
- Carries out supervisory responsibilities in accordance with MBCC's policies and applicable laws