



August 14, 2023

NOTICE OF JOB OPENING

WANT TO REPRESENT SIOUX FALLS, SOUTH DAKOTA IN A FUN, FAST-PACED CAREER?

Experience Sioux Falls is the official destination marketing association for Sioux Falls, South Dakota. We are charged with bringing visitors to the community in order to increase economic benefit to the City.

Experience Sioux Falls is looking for a DIRECTOR OF SALES

Position Summary:

To oversee and implement the annual sales development plan for Experience Sioux Falls with the objective of increasing the number of visitors to Sioux Falls. Includes but not limited to all aspects of group sales lead generation including identification, solicitation, follow-up, and summation for all business obtained with designated markets, as well as maintaining and increasing business from existing accounts. The position will involve significant outside sales and solicitation to identify new group business sources and secure additional business.

Position Requirements:

- Minimum of 5 years proven Director of Sales experience in a Convention & Visitors Bureau, hotel, or convention center.
- Direct experience in managing and directing sales programs:
 - Experience in leading and managing a sales team.
 - Experience in analyzing market information and developing sales/market segment plans and reports.
 - Experience in developing and implementing sales strategies as a means of driving profitable business development.
 - Experience in developing and managing a sales budget.
 - Experience in training sales personnel.
- Experience in marketing/public relations, development of on-going sales materials, publicity planning, and development of marketing strategies.
- Experience in developing and implementing partner sales programs.
- Experience in coordinating design and implementation of trade/travel show events.
- Excellent written and oral communication skills.
- Strong leadership and motivational skills providing effective motivation of sales team.
- Strong organization skills with ability to handle several projects simultaneously.
- Experience in event planning and execution.
- Willingness to travel.
- Ability to work nights and weekends when necessary.
- Ability to lift a minimum of 50 pounds.

Work Environment

Every employee is considered an important member of our work family. This role will be an integral part of the success of running the organization. We are looking for someone who takes pride in their career and is looking for a long-term position.

Experience Sioux Falls provides a competitive benefit package for full-time employees including 401K/matching 401K, health, dental and vision insurance options, disability insurance. Also, paid sick, holiday and vacation time. FSA & HSA options available.

NO PHONE CALLS ACCEPTED. Interested candidates should mail or email [cover letter and resume with references](#) by September 21, 2023 to:

Teri Schmidt, CEO
Experience Sioux Falls
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or Teri@ExperienceSiouxFalls.com