



## **Director of Sales**

eXplore Lawrence  
Lawrence, KS

**Position Title:** Director of Sales

**Company:** eXplore Lawrence

**Location:** Lawrence, KS

**Functional Area:** Sales & Services

**Reports to:** Exec. Director

**Employment type:** Full-time

**Education Required:** Four-year related degree ( or equivalent experience)

**Experience Required:** 5+ years

**Salary Range:** \$55,000 - \$65,000 / yr + bonuses. Benefits including health insurance and 401K with company match.

### **EXPLORE LAWRENCE MISSION**

The mission of eXplore Lawrence is to broadly market the area as a year-round visitor destination, positively impacting the region's economy by retaining and attracting visitors to the City of Lawrence and Douglas County.

### **SALES MISSION**

The Sales & Services team sells Lawrence as a national-level destination for meetings, groups, conferences, reunions, and sports markets while providing excellent services.

### **WHO ARE YOU?**

- You are a strong, strategic leader, willing to take ownership and initiative.
- You are outgoing, a relationship builder, and able to establish partnerships locally and regionally
- You know and love the destination of Lawrence, KS.
- You have exemplary problem-solving and proactive communication skills

### **POSITION SUMMARY**

The Director of Sales leads the Sales and Services department of eXplore Lawrence and is accountable for departmental goals and budget. The Director of Sales serves as a member of the executive leadership team. The Director of Sales is responsible for deploying the sales and service plan, administration of organization policy, strategic plan development, financial management, and achieving the Sales and Service department's key performance indicators.

### **ESSENTIAL DUTIES AND TASKS TO BE PERFORMED INCLUDE**

**Performs the following duties and responsibilities either personally or through the management of subordinates:**

- Identify market opportunities and develop long and short-term convention promotion and sales strategies for eXplore Lawrence.



- Perform statistical and competitive analysis for long- and short-term planning processes.
- Develop annual sales & service plans, establishes sales & services goals, and ensure progress toward and achievement of goals through sales staff management.
- Plan and direct all activities of the Department of Sales & Services; provide coaching and mentoring to assigned staff to maximize sustainable productivity, positive behavior, and progressive improvement.
- Collaborate with the Director of Marketing and Communications in developing an annual sales marketing strategy and plan.
- Meet with hotel executives, community leaders, and vendor agencies to establish strong working relationships.
- Serve as the primary contact for sales activities.
- Prospect new accounts and generate leads.
- Develop cooperative programs, familiarization trips, site visits, and sales missions with area hotels and the hospitality industry.
- Plan and execute sales training regularly.
- Collaborate with regional & state-level organizations to represent eXplore Lawrence and develop regional efforts with neighboring DMOs
- Attend board and other related meetings as required and organize regular hotel DOS meetings.
- Represent eXplore Lawrence in the community as required.
- Provide direct and indirect supervision of employees within the sales and services division.
- Demonstrate professional and ethical conduct at all times by following company policy.
- Contribute to a positive environment by demonstrating superior customer service skills in dealing with internal and external customers, speaking positively when referring to eXplore Lawrence and staff, and acting and speaking courteously and professionally at all times.

### **SUPERVISORY RESPONSIBILITIES**

Direct supervision of sales & service team staff members. Carries supervisory responsibilities including hiring, training, assigning and directing work, appraising performance, addressing complaints, and resolving problems.

### **REQUIRED SKILLS/EXPERIENCE**

- Four-year degree in a related field and/or 5+ years of professional management experience in sales ( ideally in hospitality or tourism)
- Exceptional interpersonal communication, relationship building, and customer service skills
- Broad usage & understanding of sales platforms and customer relationship management software
- Strong knowledge of local market and assets
- Ability to travel as necessary, such as attending trade shows, sales calls, etc.
- Strong department financial & budget development and oversight experience
- Ability to manage multiple projects and team members and resolve conflicts effectively



- Critical thinking and problem-solving skills, including the ability to propose & direct successful solutions
- Strong presentation skills
- Tech savvy with Microsoft office, Zoom, and other online office tools

### **DESIRED TRAITS & ABILITIES**

- Detail-oriented, methodical, and highly organized work style
- Talent for tracking, multi-tasking, and the ability to pivot quickly
- Significant relationships/contacts with local, regional, and national meeting professionals
- Ability to work autonomously yet collaborate with others as needed
- Strong drive and a tendency to thrive in a very fast-paced, ambitious environment
- Professional, adventurous, positive, and confident attitude

eXplore Lawrence is an equal opportunity employer with an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals regardless of race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national origin, medical condition, U.S. veteran/military status, pregnancy or reasonable accommodation.

eXplore Lawrence offers an exciting opportunity for qualified, career-motivated professionals and provides competitive compensation and the chance to work with talented people in a successful, fast-paced, and pleasant environment.

Please send a cover letter and resume to Kim Anspach: [kanspach@explorelawrence.com](mailto:kanspach@explorelawrence.com)

Resume review will begin on August 9<sup>th</sup> for this position.