



JOB TITLE: Senior Sales Manager
DEPARTMENT: Event Management
REPORTS TO: Convention Center Director

POSITION SUMMARY: The Senior Sales Manager negotiates, coordinates, and implements marketing activities at the national level to include: booking events, representing the facility at conventions and tradeshow and promoting facility space. This position oversees the National, Regional and Local Sales Managers for the Indiana Convention Center and works with the local Convention and Visitor's Bureau, Visit Indy to establish leads for appropriate sales managers. This position should have a thorough understanding of event logistics in order to create bids and estimates for garnering new business. Accountability is to the Convention Center Director.

DUTIES:

- Act as liaison (aka: provide Checks & Balance) between Visit Indy (*Convention and Tourism Bureau*) and potential clients, making sure all facility information shared with client is accurate. Spend considerable time on RFP's that are issued to Visit Indy from potential clients, addressing issues, questions, and requests for "concessions".
- Make sure ICC space being offered on Visit Indy's leads is the correct use of our space, making changes to space as appropriate.
- Work with Visit Indy making sure the best use of ICC facility space is used for each specific group.
- Look at all groups Visit Indy is trying to layer in ICC at same time to determine if they are a good fit and make suggestions as appropriate.
- Prepare estimates/proposals for prospective and confirmed groups.
- Negotiate contracts for events following published rental schedules.
- Promote facility space on the telephone, e-mail, and in person as required.
- Serve as liaison between client and facility until an event is assigned to event management.
- Work with Visit Indy and local hotels in booking space and securing events.
- Conduct presentations to prospective clients and conduct site inspections of the facility.
- Plan and attend in-house promotional functions.
- Entertain clients in Lucas Oil Stadium, Victory Field, and Bankers Life Field House suites.
- Represent facility at conventions, tradeshow, association meetings, etc.
- Work with Convention Center Director in establishing rental rate increases as determined by yearly increases or market fluctuations.
- Other duties as assigned by Convention Center Director.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Must have the ability to work with efficiency and composure under stressful conditions and have the ability to interact positively with the public, clients, and co-workers. Must be able to work fluctuating hours including evenings and weekends.

EDUCATION/EXPERIENCE:

Bachelor's degree (B. A.) from four-year college or university with a Marketing/Sales/Hospitality concentration; or three to five years related experience and/or training; or equivalent combination of education and experience.

KNOWLEDGE, CERTIFICATES, LICENSES, REGISTRATIONS:

- Familiarity with word processing procedures and basic computer skills.
- AutoCad and PowerPoint recommended.
- Familiarity with Sales and Marketing principles and contract law.

SUPERVISORY RESPONSIBILITIES:

This position supervises five other sales positions and receptionist.

PHYSICAL DEMANDS and WORK ENVIRONMENT:

Ability to perform work in an office /cubicle environment for extended periods of time with the ability to remain seated at the computer terminal and provides timely and consistent customer feedback and interaction. Repetitive motion using keyboard, mouse and telephone required. Position can frequently be fast paced. Ability to handle and provide directive, assess situations, enter into dialogue and complete tasks.

Individuals interested in applying for this position should submit a resume and cover letter to the Human Resources office no later than Friday, November 24, 2017

Address:

**Human Resources
Indiana Convention Center & Lucas Oil Stadium
100 South Capitol Avenue
Indianapolis, IN 46225**