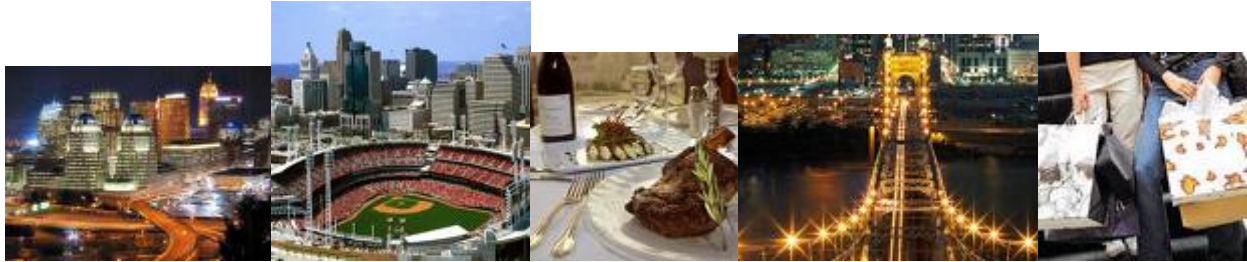


**CINCINNATI USA CONVENTION & VISITORS BUREAU**  
**DIRECTOR OF SALES POSITION**  
(CINCINNATI, OH)



**ABOUT THE CINCINNATI USA CVB**

Budget: \$6.5 Million  
Staff: 24

The Cincinnati USA Convention & Visitors Bureau is a sales and marketing organization whose sole focus is on strategic marketing of customized "wow" experiences for the meetings and conventions industry. Established in 1945 to promote the Greater Cincinnati area as a convention and leisure destination, The Cincinnati USA CVB is made up of four primary departments: Sales, Marketing, Services and Membership.

Today, the Cincinnati USA Convention & Visitors Bureau is supported by nearly 500 businesses who invest in the efforts of the Bureau and help make Cincinnati USA an appealing destination by offering their services, attractions and facilities to visitors, meeting planners and convention delegates.

The CVB currently employs approximately 24 people who work in administration, marketing and communications, membership, convention sales and convention services. The CVB works closely with the Duke Energy Convention Center, the Cincinnati USA Regional Tourism Network and Cincinnati USA Regional Chamber, but is a separate business.

*To learn more about the Cincinnati USA Convention & Visitors Bureau, please visit their official website at [www.cincyusa.com](http://www.cincyusa.com).*



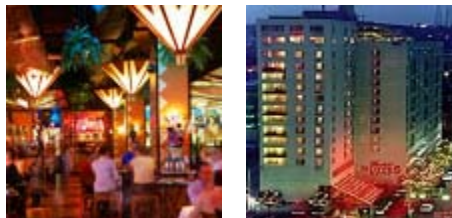
## **THE CITY AND DESTINATION**

Named as one of Esquire Magazine's "Top 10 Cities That Rock", Cincinnati boasts a lively music scene with nationally acclaimed restaurants. From the first glimpse of the impressive Cincinnati skyline to the last time you cross the river, you'll be blown away by the sweeping views and unique experiences. Take in a game with America's first professional baseball team. Stroll through one of the nationally recognized museums. Or taste a dish you won't soon forget, Cincinnati-style chili. Whatever your taste, you'll find it in Cincinnati.

Greater Cincinnati is located within 500 miles of 60% of the United States population, making it a convenient U.S. and international destination. There are 77.2 square miles in the city itself. The city's population is about 365,000. The metropolitan area consists of Hamilton, Clermont and Warren Counties in Ohio; Boone, Campbell and Kenton Counties in Kentucky; and Dearborn County, Indiana. The metropolitan Cincinnati population is approximately 1,900,000. Population Census Bureau estimates Cincinnati's multicultural population at nearly 50% of the total. African Americans make up the majority of the city's diverse population.

Greater Cincinnati is city headquarter for various national and international companies, including: Macy's, American Financial Corporation, The Kroger Company, Chiquita Brands International, Procter & Gamble Company and Western-Southern Insurance. The local economy is also strengthened by one of the nation's fastest growing airports - the Cincinnati/Northern Kentucky International Airport (CVG), which offers nearly 500 daily non-stop flights.

*To learn more about the City of Cincinnati, please visit their official website at [www.cincinnati-oh.gov](http://www.cincinnati-oh.gov).*



## HOTEL INVENTORY, CONVENTION CENTER AND MEETING SPACES

In Cincinnati USA your hotel is only a short stroll away – that's because there are nearly 3,000 hotel rooms in just three blocks right next to the Duke Energy Convention Center. Seven downtown hotels. And thousands more rooms are a few minutes away throughout Cincinnati USA and on the Kentucky riverfront.

*To learn more about these hotels, please click on the link to each below:*

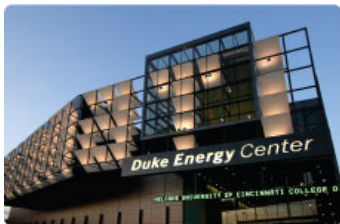
[Millennium Hotel Cincinnati](#)  
[Hilton Cincinnati Netherland Plaza](#)  
[Hyatt Regency Cincinnati](#)  
[Westin Hotel Cincinnati](#)

[The Terrace Hotel Cincinnati](#)  
[Ramada Inn Downtown Cincinnati](#)  
[Garfield Suites Hotel](#)  
[Cincinnati Hotel](#)

Cincinnati also offers an exciting mix of meeting spaces. If you're looking for a convention center, a unique meeting space, an exhibition/banquet space, a hotel meeting space or a restaurant with a private room, they have got you covered.

### [Duke Energy Convention Center](#)

*Largest Seating Capabilities: 5,000*



Cincinnati USA's convention center recently underwent a \$135 million expansion and renovation to become the Midwest's best-in-class center. The expansion means Cincinnati can accommodate 75% of the existing convention, conference and meetings market in the United States. Located in the heart of Downtown Cincinnati USA, the Duke Energy Convention Center is 2-3 blocks from 3,000 hotel rooms and 5,000 parking spots, most connected by Skywalk. Every element of this facility was designed with the meeting manager in mind, featuring:

- Gross Square Feet: 750,000, including setup and support space
- Exhibition Space: 200,000 contiguous square feet
- Grand Ballroom: 40,000 square feet, one of the largest in the Midwest
- Additional Ballroom: 17,400 square feet to comfortably host smaller groups
- Meeting space: 31 deluxe breakout rooms with flexibility to accommodate 24 to 4,100
- Loading Dock: 17 berths and three semi-truck portals that lead directly to exhibition space
- Full-service banquet kitchen: 5,000 served in single seating
- Levels: 3, multi-level concourse provides easy access to exhibit space, meeting rooms and ballroom levels.

### Sharonville Convention Center

*Largest Seating Capabilities: 1,000*

In Cincinnati's northern suburbs, the Sharonville Convention Center offers meeting space with convenience and state-of-the-art amenities. A spacious multi-level meeting and exhibition facility; six elegantly appointed meeting rooms; and the latest computer technology for scheduling, room layouts and conference registration. Nearby are 18 hotels with more than 3,100 guest rooms. Northern Cincinnati offers a wide variety of dining and entertainment options, including 70 restaurants, Kings Island, sports centers, golf courses, water parks, tennis clubs, shopping malls, Sharon Woods Park and entertainment centers - all just minutes away.



### Fifth Third Arena at UC

*Largest Seating Capabilities: 13,176*



The arena was originally completed in 1989, and is home to the University of Cincinnati Bearcats. The festive arena, with a capacity of 13,176, including 16 private executive suites, new Daktronics video boards and restaurant and lounge area overlooking the court, is as good as any college facility in the nation.

### US Bank Arena

*Largest Seating Capabilities: 12,823*



A multi-purpose year-round, indoor arena seating over 17,000; home of family shows, sporting events, concerts and more.

### Cintas Center

*Largest Seating Capabilities: 10,250 in arena*



New facility containing six spacious conference rooms, a 12,000 square foot banquet room and an arena seating 10,000 on the campus of Xavier University.

### Music Hall

*Largest Seating Capabilities: 3,516 Springer Auditorium*



Built in 1878, it retains the elegance of its Old World decor, yet has been renovated and updated to meet contemporary standards in technical equipment and amenities. In addition to the magnificent theater, the ballroom is one of the largest and most versatile event rooms in Cincinnati.

### [Aronoff Center for the Arts](#)

*Largest Seating Capabilities: 2,719 Procter & Gamble Hall*



Located in the heart of downtown's entertainment district, the Aronoff Center offers two traditional theaters, a black box theater and three separate reception/meeting rooms as well as beautiful lobby spaces.

### [Taft Theater](#)

*Largest Seating Capabilities: 2,490 in theater*



Cincinnati's beautiful Taft Theatre offers the ultimate in intimate when it comes to concerts, shows and special events. Topping out at a mere 2,500 seats, the Art Deco-inspired Taft promises that every seat in the house is a good one-there are no pillars to block the view.

### [Oscar Event Center at Jungle Jim's International Market](#)

*Largest Seating Capabilities: 875 Grand Hall*



There is room for your every mood, to inspire creativity, to meet and motivate, or dine. Choose a cozy gathering for forty, a celebration for 850 or a spectacular performance for 1000.

### [Bank of Kentucky Center](#)

*Largest Seating Capabilities: 11,000 seat arena*



The center is a 10,000 seat/14 suites multi purpose event center that will attract concerts, sporting events, family shows and banquets that opened in May 2008. It will be home of the Northern Kentucky University Norse basketball teams.

## **ATTRACTIONS**

Enjoy Cincinnati USA's national museums and acclaimed attractions. Be inspired at the National Underground Freedom Center or stroll the world's sexiest zoo. From signature shopping opportunities right downtown, like Tiffany's & Co, Macy's, and Saks Fifth Avenue, to high quality shopping destinations throughout the region, like IKEA, Newport on the Levee, Rookwood Commons and Kenwood Towne Center, Cincinnati USA abounds with great shopping experiences.

Cincinnati USA's exceptional performing arts scene bridges the classics and the cutting edge. Many of their traditions run deep – including the Cincinnati Ballet, Opera, Symphony and more. An explosion of music and fun can be found at their many festivals, and the city is home to a thriving theater scene. Experience in Cincinnati USA the excitement that only a live show can capture.

When you're in the birthplace of professional baseball, you know you're in a place where sports are special. Have a major league experience at the Great American Ball Park – home of the Cincinnati Reds. Or experience their famous tailgating before, during or after a Cincinnati Bengals game. But that's not all – Cincinnati USA boasts some of the best sports and recreation experiences around. Come play in Cincinnati USA.

Cincinnati USA's full calendar of festivals devoted to music, food and hospitality comprises one of the best collections of annual events found anywhere in the nation. Dating back to its roots as a rowdy town full of German immigrants who celebrated life with song, food and drink, Cincinnati has a standing tradition as a great place to have a good time. Cincinnati's calendar of festival fun is packed year around.

### **SUMMARY OF POSITION**

This position manages the Convention Sales department on a day-to-day basis. Responsible for developing long and short term sales and marketing strategies to ensure established goals and quotas are met. Participates in all relevant meetings, including Convention Sales Committee and Hotels, Bureau & Convention Center meetings. May have responsibilities for select customers and accounts.

**Reports to:** Vice President Sales and Services

**Supervises:** Sales Managers, DC Sales Rep

### **DUTIES & RESPONSIBILITIES**

- Directly oversees sales managers on a day-to-day basis; ensures that sales staff is strategically focused. Develops and maintains daily and weekly measures of accountability via goals, one-on-one discussions, mentoring, and coaching. Responsible for sales staff performance appraisals. Holds sales managers accountable for results and adherence to established policies and procedures.
- Develops sales team to guide their mastery of necessary sales skills. May work with vendors/consultants as needed.
- Develops, implements and monitors a systematic program of sales solicitation including phone calls, personal calls, special events and active, targeted participation at industry trade shows.
- Conducts in cooperation with VP Sales, daily and weekly sales meetings with the department staff to discuss upcoming conventions, outstanding leads, opportunities for collaboration, and special projects.
- Manages all booking reports, bid presentations and site inspections conducted by the sales department. Manages team (and partners) to develop and present competitive bid packages and incentives.
- Closely collaborates with marketing department to recommend and implement strategies and tactics to promote each market segment including familiarization tours, collateral, electronic media, sales missions, etc.

- Analyzes sales statistics to formulate monthly activity reports including but not limited to leads generated, confirmed bookings, conversions, repeat sales, potential sales, and proposed client base expansion.
- Identifies and explores emerging markets.
- Analyzes, forecasts and controls day to day expenditures of sales department.
- Represents company or assigns members of sales staff to represent CVB at local, state and national level by attending a variety of industry-related meetings to promote sales and services and monitors activities and results.
- Maintains Cincinnati's Top 500 Account list ensuring accuracy and focus on key target accounts.
- Any other duties as assigned by the Vice President of Sales & Service

### **REQUIREMENTS**

- Four year degree from an academic institution
- A minimum of five years experience directly and successfully managing account representatives/sales managers in hotel or convention and visitor bureau environment.
- Experience collaborating on marketing initiatives in a hotel or CVB.
- Excellent communication and organizational skills.
- Willing and able to work evenings or weekends as appropriate based on client and office demands.

### **TOP PRIORITIES FOR THE NEXT 12 MONTHS**

- Develop and train sales team
- Uncover new emerging markets
- Train sales team with an emphasis on developing prospecting skills

***Cincinnati USA Convention & Visitors Bureau is a diverse, growth-oriented organization offering a competitive salary, bonus potential and excellent benefits. The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements and does not imply a contract.***



***If you are interested in this position please respond via e-mail with cover letter, resume, and compensation information to Kellie Henderson, Executive Recruiter, SearchWide™ [henderson@searchwide.com](mailto:henderson@searchwide.com) or call 703-463-7042 [www.searchwide.com](http://www.searchwide.com)***