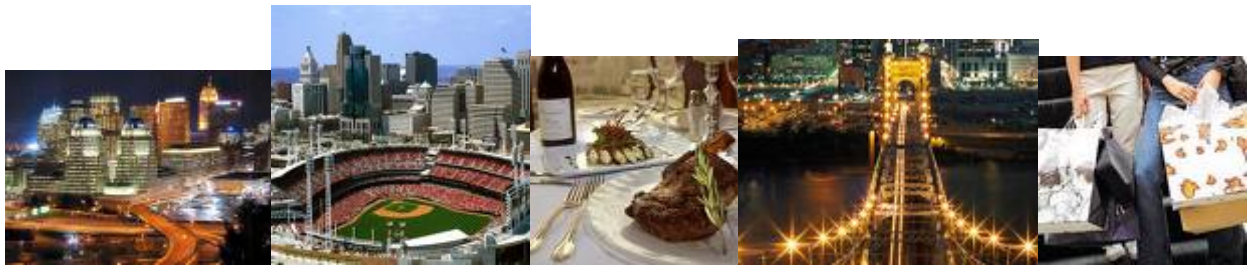


**CINCINNATI USA CONVENTION & VISITORS BUREAU
NATIONAL SALES MANAGER - SMERF MARKET
(CINCINNATI, OH)**



ABOUT THE CINCINNATI CONVENTION & VISITORS BUREAU

Budget: \$6.5 Million

Staff: 30

The Cincinnati USA CVB is an aggressive sales, marketing and service organization. Their primary responsibility is to positively impact the region's economy through convention, tradeshow, and visitor expenditures and provide quality service to their clients. 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.

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.



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. A study released in June 2007 by the Hispanic Chamber Cincinnati USA found that the area's Hispanic population grew by 38% between 2000 and 2005, ten times faster than the broader Ohio-Kentucky-Indiana Tri-State region.

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.





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.

There are 24 hotels in the Greater Cincinnati area and the downtown area is home to 8 additional magnificent hotels. *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](#)
[Cincinnatian 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](#)

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

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.

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

The purpose of the National Sales Manager position is to increase awareness of Cincinnati in order to promote and ensure quality bookings for the Cincinnati hospitality community as well as effectively manage territory to achieve optimum sales success within assigned region. Cincinnati is a vibrant, up and coming destination. The Cincinnati USA Convention and Visitor's Bureau is aggressively pursuing new convention opportunities and advancing as "best-in-class" within their competitive set. Cincinnati USA's first-class hospitality and service, wide variety of entertainment options and outstanding attractions, compliment the spacious new convention center and create the right formula for successful national sales and marketing.

DUTIES AND RESPONSIBILITIES (INCLUDE, BUT ARE NOT LIMITED TO, THE FOLLOWING)

- Generate convention center and hotel bookings from the religious, fraternal, and ethnic markets.
- Maintain close working relationships with area hotels and convention facilities and serve as liaison between the client and these facilities.
- Prepare and present written or personal presentations to boards of directors or site selection committees as needed.
- Coordinate and conduct site tours for meeting planners, showcasing facilities and attractions of the city.
- Attend industry tradeshow, sales trips, networking events and local meetings to solicit convention business; responsible for pre-planning, selecting target customers, pre and post show mailers. Analyze tradeshow outcome for best return on investment.
- Maintain good product knowledge of the Cincinnati regional area including convention centers, hotels, attractions and special event venues as well as an awareness of competing cities.

IDEAL BACKGROUND AND SKILL SET DESIRED

- Minimum of two years experience in sales with a convention bureau or full service hotel required.
- Must be established in the religious market and come to the table with a deep knowledge of how to navigate this market with established following of loyal clientele.
- Knowledge of the Diversity market and past solicitation to this market would be looked upon as very favorable.
- Working knowledge of Microsoft Office products; familiarity with D3000 preferred.
- BA/BS degree preferred.
- Ability to conduct meetings and make presentations, develop strategies and manage procedures; ability to exercise judgment and diplomacy in a wide variety of public contact situations.

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

- Possess strong sales skills
- Ability to establish and maintain effective working relationships
- A proven record of ability to multi-task
- Very strong organizational and goal setting skills
- Meet and exceed goals and objectives set by the organization
- Conceptualize, develop and implement sales programs designed to increase sales revenue
- Excellent written and verbal communication skills

TOP PRIORITIES FOR THE NEXT 12 MONTHS

- 1) Book and surpass 2008 room night goals for market (prorated for the amount of time left in the year after coming on board) and close any leads that are tentative.
- 2) Update D3000 with own SWOT (strengths, weaknesses, opportunities, threats) information.
- 3) Focus on first quarter of 2009 in terms of trade shows and making contacts for FAMs.
- 4) Come up with ideas for the 2009 sales plan, for their markets. Be prepared to make suggestions and work with marketing on strategies.
- 5) In general, “hit the ground running”

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 Craig Molitor, Executive Recruiter, SearchWide™
Molitor@searchwide.com or call 231-775-8840***

