

POSITION OVERVIEW
MIDLANDS AUTHORITY FOR CONVENTIONS, SPORTS & TOURISM
DIRECTOR OF SALES – CVB POSITION
(COLUMBIA, SC)



The Midlands Authority for Conventions, Sports & Tourism oversees the following organizations in Columbia, South Carolina:

- Columbia Metropolitan Convention & Visitors Bureau
- Columbia Regional Sports Council
- Columbia Metropolitan Convention Center

ABOUT COLUMBIA, SOUTH CAROLINA

It will be steamy in South Carolina's capital city today, where year-round fun and exploration heat up the cosmopolitan scene. With fiery restaurants, hotels, live music and theater venues -- our brand of low to no-cost fun will make your visit sizzle. We're proud of our simmer and spark, our firebrand history and bright, shining future. Now for a warm invitation...we invite you to Columbia to sample the sultry South, with generous helpings of Carolina hospitality.

See what's hot by clicking on one of the many links below:

- [Visitors Centers](#)
- [2009 Visitors Guide](#)
- [Calendar of Events](#)
- [Top Ten Reasons to Visit Columbia](#)
- [See & Do](#)
- [Parks, Gardens & Outdoors](#)
- [Dining / Nightlife](#)
- [Accommodations](#)
- [Interactive Map / Directions](#)
- [Visitors Guide](#)
- [Fort Jackson](#)
- [Visit our Blogs](#)
- [Getting Around: Transportation](#)
- [Relocation](#)
- [History, Community & Government](#)
- [Masters Golf Tournament](#)
- [Columbia's MySpace Page](#)
- [Columbia's YouTube Channel](#)
- [FAQs](#)
- [Visitor E-Newsletter](#)

The Columbia Area: The Columbia area combines all the graces of a rich past with the vibrancies of an emerging metropolis. Gracious and charming, the area is the heart of South Carolina. Located in the geographic center of the state, the Region proudly and effectively takes on the role as state capitol, education center and caretaker of South Carolina history, tradition and culture. The Columbia area has played courteous host to convention delegates, tourists and sports fans for decades, and it's a tradition that still continues today.

Outdoor Recreation: You can choose to spend time participating in one of many outdoor sporting activities, or just browsing through a unique museum or antique store. [Golf](#) is a year round sport in the Region where you will find over 20 golf courses, some offering packages for both meeting planners and the leisure traveler. If golf is not your game, but you enjoy the outdoors, how about taking in a set of [tennis](#), an afternoon of fishing on beautiful [Lake Murray](#), kayaking down the Saluda river, or just a nature walk through the [Congaree National Park](#) which contains the last significant tract of old-growth hardwood forest in the United States.

Cultural Attractions: The Columbia area has a love of the arts as is seen in its theatres, galleries, dance companies, orchestra, art schools, and outdoor murals. The many artists who have chosen to live here have enriched the city. Many more exhibit their works in galleries, museums and at festivals. The [Columbia Museum of Art](#) is exhibiting modern and classical works - as well as presenting children's programs and chamber music concerts. Theatergoers will be thrilled as the area has many venues for evening entertainment. The [Town Theater](#), the longest continuing performing arts theater in the country and the more modern [Koger Center for the Arts](#), which also provides excellent entertainment in the form of theatre, music and dance are just a few of your choices. The [Carolina Coliseum](#), The [Township Auditorium](#) and the 18,000 seat [Colonial Center](#) also provide a wide array of evening entertainment.



Attractions: [The Riverbanks Zoo and Botanical Gardens](#) has continuously been recognized as one of the top 10 zoological parks in the nation. Twice awarded the Governor's Cup for South Carolina's Most Outstanding Tourist Attraction, Riverbanks is home to more than 2,000 magnificent and fascinating animals and one of the nation's most beautiful and inspiring botanical gardens. The lush 170-acre site features dynamic natural habitat exhibits, scenic river views, spectacular valley overlooks and significant historic landmarks. South Carolina's past, present and future merge seamlessly at the [South Carolina State Museum](#). A century ago, this building was the world's first all electric textile mill. Today it is one of South Carolina's largest museums, with exhibits on all four floors in art, natural history, science and technology. EdVenture, the South's largest children's museum is the home of Eddie, the world's largest child, along with 300 exhibits to inspire children to experience the joy of learning.



The History: The Columbia area is also home to numerous historical houses, including the [Robert Mills House](#) (designed by the nation's first federal architect), the [Hampton Preston Mansion](#) (believed to house a supernatural presence), the [home of Ceila-Mann](#) (a slave who was born in Charleston and later purchased her freedom), the Seibles House, the boyhood home of [Woodrow Wilson](#) and the [Governor's Green complex](#). Many of these historic sites also have meeting space available. The [State House](#) stands magnificently in the center of Columbia where it was under construction in 1865 when the Union troops marched through town torching it along the way.

The Sports Scene: The big game in Columbia is the University of South Carolina's Gamecocks, particularly when it comes to SEC football. Columbia is notorious for its fan support. USC averages over 80,000 fans at Williams Brice Stadium, making them one of the top schools in the country in home football attendance. One typical home football game pumps an estimated \$7.5 million into the local economy. Columbia hotels, restaurants and other business owners reap the benefits of the influx of fans with money to spend. USC isn't all about football. Seventeen current and former USC athletes competed at the Olympics in Sydney and five brought home medals. Many of those same athletes won USC the 2002 NCAA Women's National Championship in track & field. Columbia also is home to the [Columbia Blowfish](#), a Coastal Plain League Baseball team.

ABOUT THE MIDLANDS AUTHORITY FOR CONVENTIONS, SPORTS & TOURISM

Annual Visitors: 4,500,000

The Midlands Authority for Conventions, Sports & Tourism was organized as the Midlands Regional Convention Center Authority, a South Carolina nonprofit corporation as of July 5, 2001. To better define the overall purpose and mission of the Authority the official name was changed effective September 12, 2003.

The mission of the Midlands Authority for Conventions, Sports and Tourism includes:

- Directing and managing the activities and mission of the Columbia Metropolitan Convention and Visitors Bureau.
- Overseeing the development and operation of the Columbia Metropolitan Convention Center under a long-term management agreement for the benefit of the Governmental Entities: City of Columbia, Lexington County and Richland County.
- Directing and managing the activities and mission of the Columbia Regional Sports Council.
- Directing and managing the operation of the Columbia Regional Visitors Center.

On August 24, 2001, the Authority became the Supervising Member for the Columbia Metropolitan Convention & Visitors Bureau and on May 14, 2002, the Columbia Regional Sports Council became a partner in the regional marketing efforts. On September 12, 2003, the Authority's name was changed to better reflect its responsibilities to the community.

The Midlands Authority for Conventions, Sports & Tourism consists of nine members; five representing the City of Columbia, two representing Lexington County and two representing Richland County.

COLUMBIA METROPOLITAN CONVENTION & VISITORS BUREAU

The mission of the Columbia Metropolitan Convention and Visitors Bureau is to strengthen the area's economy by marketing the region, its accommodations, facilities and attractions as a destination for conventions, meetings, tradeshow, and special events, and to work cooperatively to provide information and services that enhance and promote the desired image of the Columbia area to visitors.

COLUMBIA REGIONAL SPORTS COUNCIL

The Columbia Regional Sports Council serves as the central clearinghouse for information regarding the sponsorship, promotion and coordination of sporting events, facilities and associations in the City of Columbia, as well as both Lexington and Richland Counties.

The Sports Council provides a one stop shop for event organizers and local sports organizations by providing a wide variety of services which include: [Securing Hotel/Motel Accommodations](#) | [Securing Facilities/Site Inspections](#) | [Collateral Materials](#) | [Promotion](#) | [Special Assistance](#).

- [Why Columbia](#)
- [Sports Facilities Guide](#)
- [Our Services](#)
- [E-Newsletter](#)
- [Why Columbia For...](#)
- [Area Information](#)
- [Sports Teams](#)
- [Sports Venues & Facilities](#)
- [Area Sports Links](#)
- [Testimonials](#)
- [Press Releases](#)
- [Lodging](#)
- [Gamecock Gear](#)
- [Calendar of Events](#)
- [Row Columbia](#)



COLUMBIA HOTEL ACCOMMODATIONS

In Columbia guests enjoy 9 full service hotels, over 12,000 rooms (with 2,300 downtown) and some of the best names in the industry. Click here for [accommodations](#) listings.

COLUMBIA METROPOLITAN CONVENTION CENTER

This dazzling 142,500 square-foot facility was designed with you in mind! From abundant pre-function space to beautifully equipped break out rooms; a 24,700 square-foot, column free exhibit hall to an exquisite 17,135 square-foot ballroom – your next meeting or event is sure to be an overwhelming success!

- [Information Packet](#)
- [Interactive Tour](#)
- [Floor Diagram](#)
- [Room Capacities](#)
- [FAQs](#)

To learn more about Columbia attractions, upcoming events, hotels, meeting facilities & meeting planning, the Columbia Metropolitan Convention Center, sports facilities & sports event planning, and more, please visit www.columbiaconventioncenter.com, www.experiencecolumbus.com and www.columbiacvb.com.

JOB DESCRIPTION

The CVB Director of Sales is responsible for the management of the Convention Sales & Services Department of the CVB ensuring achievement of goals and objectives through the generation of booked convention business.

- Reports To:*** President & CEO
- Education:*** Bachelors degree preferred, but not required
- Travel Requirements:*** Approximately 15% (mainly to industry events)

ESSENTIAL FUNCTIONS & RESPONSIBILITIES

- Responsible for the management and leadership of the Sales Managers, Convention Services Coordinator and Sales Assistant of the Columbia Metropolitan CVB.
- Monitor daily operation of the sales team to ensure appropriate productivity.
- Oversee and effectively manage all administration areas related to sales including lead distribution, prospecting, report generation, database maintenance and more.
- Oversee and be responsible for key national, international or citywide accounts and other accounts as assigned.
- Be actively engaged and aware of progress of additional key accounts assigned to sales managers. This will include presence at site visits, sales calls, and sales presentations of key accounts.
- Attend weekly Authority sales meetings conducted by VP Sales & Marketing of the Midlands Authority.
- Conduct CVB sales staff meetings as needed.
- Review weekly activity reports of CVB sales staff
- Report monthly quota numbers to Vice Presidents, President & CEO, board and stakeholders as directed
- Work with VP Sales & Marketing and Convention Center Director of Sales to ensure proper partnership as it relates to booking guidelines, procedures, evaluation of business, negotiating rates and bids for convention business between the CVB and the Columbia Metropolitan Convention Center.
- Work with VP Sales & Marketing and President/CEO to implement goal setting and incentive programs for the CVB sales and services staff.
- Provide input to VP Sales & Marketing and President/CEO on CVB budget as it relates to sales trips, FAM tours, target marketing, sales training and other sales functions.
- Conduct monthly meetings with hotel directors of sales and reach out to the local community on important leads or groups the sales staff is working on.
- Maintain a strong working relationship with all industry partners, including event facility managers, hotel directors of sales, key restaurant managers, etc.
- Maintain excellent and up-to-date level of knowledge of the Columbia regional product.
- Be knowledgeable of our computer systems and use the technology effectively in order to produce timely reports at the request VP's or CEO
- Actively participate in designated trade organizations.
- Maintain a mature, professional manner and strive to lead the convention sales department by example.
- Demonstrate passion for our industry, our community and show respect to others within the organization.
- Have a good understanding of all policies and procedures of the Midlands Authority for Conventions, Sports & Tourism* and ensure that the sales department follows them appropriately.
- Have a good understanding of the CVB sales department's role within the Midlands Authority for Conventions, Sports & Tourism* and ensure that staff and partners understand where the CVB sales department fits into the "big picture."
- Perform other duties as assigned.

**The Midlands Authority for Conventions, Sports & Tourism is the parent organization to the Columbia Metropolitan Convention and Visitors Bureau, the Columbia Metropolitan Convention Center, the Columbia Regional Visitors Center, and the Columbia Regional Sports Council. The organization was founded in July 2001 for the purpose of marketing Columbia in anticipation of providing an avenue for generating an economic impact to the region.*

**VP's include:*

*VP/GM of the Columbia Metropolitan Convention Center
VP of Sales & Marketing for the Midlands Authority
VP of Finance & Human Resources for the Midlands Authority*

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

*Self Starter
Strong work ethic*

*Diplomatic
Energetic and outgoing*

*Consensus builder
Strong communicator*

IDEAL BACKGROUND

- Previous CVB sales experience is preferred.
- Possess strong relationships within the hospitality/CVB industry, such as, Association, SMERF and 3rd party clients.
- Can work successfully independently and be successful managing and directing a team.

KEY PRIORITIES

1. Network with the local and regional community as well as corporate and association business that provide opportunities for the City.
2. Evaluate and assess the sales structure and make necessary changes with the VP of Sales.
3. Partner with the Hotel and Venue community to understand what has worked and what has not; establish weekly meetings to open up communication and build relationships.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of responsibilities, duties, and skills required of personnel so classified.

If you are interested in this position please respond via e-mail with cover letter, resume, and compensation information to Mark Gnatovic, Vice President, SearchWide™

E-mail: gmatovic@searchwide.com or Phone: 972-906-9118

www.searchwide.com