

POSITION OVERVIEW

**PASADENA CENTER OPERATING COMPANY
DIRECTOR OF SALES & CLIENT SERVICES POSITION
PASADENA CONVENTION & VISITORS BUREAU
(PASADENA, CA)**



A dynamic city located just 11 miles from downtown Los Angeles, Pasadena is an enticing combination of accessibility and culture. This cosmopolitan city has easy access from Los Angeles International, Burbank, Long Beach, and Ontario airports. Shuttles, buses, and light rail take you anywhere in the city and the greater Los Angeles area.

Chic eateries, celebrity-driven boutiques, avant-garde museums and mass transit all reside here. This alluring city is known worldwide for hosting events – from the [*Rose Bowl Parade®*](#) and [*Rose Bowl Game®*](#) to small meetings and large conventions, Pasadena is the destination of choice.

Lodging in Pasadena With a broad range of accommodations, including renowned convention hotels, Pasadena offers 2,500 guest rooms, more than 1,200 of which are within walking distance of the Convention Center. Five major hotels offer additional event space. Visitors seeking a unique venue will find a host of spectacular gardens, stately educational institutions, museums, and theaters.



Chef Michael Voltaggio's win on the sixth season of [*Bravo's Top Chef*](#) competition series brought so much business to The Dining Room at Pasadena's landmark [*Langham Huntington Hotel & Spa*](#), where Voltaggio now works his culinary genius, that the restaurant's renovation originally slated for January 2010, had to be postponed to satisfy the talented food artist's fans.

In fact, Voltaggio's avant-garde techniques, playfully original style, exquisite flavors, and television fame have elevated Pasadena's rich history of fine dining to a new level making the city a go-to destination for those seeking the newest innovations in superior food. And with its [*500 restaurants*](#), Pasadena is more than equipped to delight the food-savvy crowd, serving up diverse offerings that cover the gamut of food categories and international cuisines.



Shopping here is like a vacation in and of itself. [*South Lake Avenue*](#) covers 12 blocks and features Macy's, along with brand-name fashion and home décor shops. Pasadena is an invitingly walkable community – it has a 1.5-mile downtown core. [*Old Pasadena*](#) is home to an eclectic mix of more than 200 one-of-a-kind specialty boutiques and exclusive national retailers concentrated in an authentic downtown. One Colorado, a creative expanse of more than 25 stores, is anchored by a beautiful brick courtyard in Old Pasadena. Paseo Colorado, at the core of the Civic Center, features a luxurious open-air promenade and more than 60 street-front shops. The historic [*Playhouse District*](#) offers an intimate scene where art, architecture, and culture abound. The shops in the area are a reflection, and include culinary arts, music, and bookstores. [*Vroman's Bookstore*](#), founded in 1894, is the oldest and largest independently owned bookstore in Southern California. A multitude of museum stores throughout town offer a wide selection of distinctive gifts, while monthly flea markets and shops dedicated to vintage finds make the city an antique lover's dream.

Pasadena is alive with remarkable art collections, architecture, literature, and entertainment offered by 14 museums and 11 performing arts organizations. Want to feast your eyes on Gainsborough's masterpiece, "The Blue Boy" or an original Gutenberg Bible. They're here at [*The Huntington Library, Art Collections, and Botanical Gardens*](#). Not to be outdone, [*Pasadena's Norton Simon Museum*](#) also has one of the most remarkable private art collections in the world. And don't miss the [*Pacific Asia Museum*](#), among just four institutions in the country dedicated exclusively to the arts and culture of Asia and the Pacific Islands.

The biggest and best known of Pasadena's annual events are the [*New Year's Day Rose Parade®*](#) and the [*Rose Bowl Game®*](#). True to tradition, January 1, 2011 will bring with it the 122nd installation of the famous pageant and the 97th football championship. The Parade is a procession of imaginative flowery floats, spirited marching bands, and majestic equestrian teams making their way along Orange Grove, Colorado, and Sierra Madre boulevards between sidewalks and grandstands teeming with an estimated one million spectators.



After the Parade, two of the nation's best college football teams meet to challenge each other in an exciting match at the [*Rose Bowl Stadium*](#) before an on-site audience of more than 90,000 fans. The [*Rose Bowl Game®*](#) is known as "The Granddaddy of Them All"® because of its beginning in 1902, when it became the first national, post-season collegiate football game.

Pasadena is now more attractive than ever for groups with the completion of the \$150-million Convention Center expansion. The state-of-the-art [*Pasadena Convention Center*](#) features 80,000 square feet of new exhibit space that includes the 55,000-square-foot exhibit hall and a new 25,000-square-foot ballroom. Full onsite electrical and audiovisual services, high-speed telecommunications, full-service catering, and onsite parking are available. Pre-function space totaling 25,000 square feet surrounds the dedicated exhibit space.



The [*Pasadena Civic Auditorium*](#) is also ideal for meetings, benefits, and special events. This exquisite 3,000-seat auditorium offers 2,000 seats on the main floor alone, making it perfect for general sessions. The Gold Room, a 3,200-square-foot ballroom will accommodate banquets up to 250. Built in 1931, the Civic is home to a variety of events, including awards shows, Distinguished Speaker Series, and plays and musicals. Michael Jackson performed his now famous “moonwalk” for the first time on the stage of the Pasadena Civic Auditorium during 1983’s “Motown 25: Yesterday, Today, Forever.”

As a leader in the meetings and events industry, Pasadena Convention Center has implemented a host of sustainable initiatives. Because of its commitment to responsible environmental practices, the facility is LEED (Leadership in Energy and Environmental Design) Certified by the United States Green Building Council, which makes it one of the greenest convention centers in North America.

The City of Pasadena is famous for many things, including its leadership in environmental advocacy, compliance, and protection. As one of America’s most progressive cities, Pasadena has woven sustainability into every aspect of municipal management.

To learn more about the Pasadena area and what it has to offer, please visit

[*Pasadena Civic Auditorium*](#) / [*Pasadena Convention & Visitors Bureau*](#) / [*City of Pasadena*](#)

Job Description – Director of Convention Sales & Services

SUMMARY OF POSITION

The Director of Convention Sales & Services is responsible for creating and implementing all sales strategies and tactics to promote and sell Pasadena, CA and the new Pasadena Convention Center to conventions, meetings and tradeshows to maximize the economic impact to the community. This senior staff position has the following direct reports: National Sales Managers, two Convention Sales Managers, two Convention Services staff and a Sales Coordinator. Reports to the CEO

DUTIES AND RESPONSIBILITIES

Include the following: Other duties may be assigned.

- Generate leads and bookings for the hotel meetings market to attain established annual and monthly goals.
- Manage sales effort on a day-to-day basis; ensure that sales staff is strategically progressing; develop and sustain measures of accountability via goals.
- Continue to develop sales skills of team by scheduling joint calls, mentoring, one on one collaborations, and six month/annual reviews.
- Develop and submit annual sales plan and strategies to accomplish designated goals and objectives.
- Submit annual budget proposal with promotion direction for the next fiscal year; outline advertising strategy; adhere to the sales segment of the annual budget.
- Plan and manage client events and key initiatives.
- Initiate timely correspondence and reports to clients and hotels; produce monthly sales activity reports and sales production reports.
- Maintain active membership in industry associations for the purpose of interfacing with potential and existing clients, resulting in leads and booked business for Pasadena.
- Monitor convention center booking progress to ensure accomplishment of annual production goals.
- Contribute to the booking pace; establish specific annual room night goals; solicit association meeting and convention business through a variety of methods including sales and trips, attendance at trade shows, and site inspections.
- Act as spokesperson for meeting/convention efforts for the Bureau.
- Communicate with the sales directors of hotels and strives to understand hotels' sales strategies by hosting regular meetings.
- Develop and maintain positive rapport with public sector; participate in programs/events that will enhance working relationships.

EDUCATION

Bachelor's degree from a four-year college or university preferred; or five years related experience and/or training; or equivalent combination of education and experience. CMP, a plus.

IDEAL BACKGROUND AND SKILL SET NEEDED

- Previous convention and visitor's bureau and/or hotel experience a MUST.
- Successful history of generating revenues through creative sales initiatives, lead generation and suggestions.
- Strong analytical skills to be able to determine quality of business and best suited business opportunities for community.
- Extensive knowledge of sales techniques and proven competence in sales.
- Exceptional communication skills and the ability to provide leadership.
- Outstanding organizational skills and attention to detail.
- Willingness to work evenings and weekends; willingness to travel.
- Extensive knowledge of, and enthusiasm for, the city and facilities.
- Technical proficiency with Microsoft Office and destination management software systems required.
- Experience in supervision with proven ability to recruit, train and develop staff.
- Knowledge of budget development.

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

- Forward thinker; ability to think strategically; open to new ideas and willing to ask questions
- Ability to collaborate and build consensus
- Exceptional communication skills; written, verbal and listening
- Ability to multi-task
- Outstanding organizational and goal setting skills
- Proven track record of meeting and exceeding goals and objectives
- Confident, outgoing, and engaging personality
- Strong work ethic
- Clear understanding of the hotel and CVB industries
- Good sense of humor

KEY PRIORITIES FOR THE FIRST 6-12 MONTHS

1. Exhibit leadership with high energy and initiative to hit the ground running to continue sales momentum generated for Pasadena.
2. Gain trust and confidence from clients, hotel partners, convention center and other stakeholders.
3. Become familiar with the local area and attractions and establish visibility in the marketplace.
4. Learn booking/management system and the active accounts.

If you are interested in this position please respond via e-mail with cover letter, resume, and compensation information to Jim Carra, Executive Vice President, SearchWide™ carra@searchwide.com or call 231-995-0567

www.searchwide.com