



## Senior National Account Executive

**Status:** Full Time, Salaried

**Reports to:** Vice President of Sales and Service

### ABOUT VISIT SAINT PAUL

Visit Saint Paul is made up of a passionate and spirited group of advocates, marketers and promoters of the city of Saint Paul. We are creators of economic growth who connect travelers to resources and fun, businesses to audiences, meeting and event planners to the perfect venue, and our members to one another. We are dedicated to telling Saint Paul's story and to introducing the world to the culture and diversity of our city — from its beauty and history to its energy, openness, and opportunities.

Visit Saint Paul is a private non-profit, membership-based organization with a mission to market the greater Saint Paul area to out-of-town convention and leisure travelers, help meet their needs as visitors, and create partnerships and opportunities for the local businesses that serve them.

### POSITION OVERVIEW:

The Senior National Account Executive will promote Saint Paul as a premier meeting destination by generating sales leads, attending industry shows and conducting sales calls, with a goal to increase hotel occupancies through booking convention/meeting groups at the Saint Paul RiverCentre and member hotel properties.

The successful candidate is an experienced National Account Director at a DMO or Hotel, currently living in the Twin Cities Metro with a minimum of 10+ years of selling experience. Visit Saint Paul is looking for someone who comes with a strong, established industry network/client list and is passionate and knowledgeable about the Twin Cities region. The successful candidate should be capable of communicating that passion with a wide client base and will have experience working with, or for, Convention Centers, and demonstrates a proven ability to meet and achieve sales goals.

### KEY RESPONSIBILITIES:

- Effectively markets the Saint Paul hotel community and Saint Paul RiverCentre to generate tentative and definite business for Saint Paul from the association and corporate markets.
- Develop regional and national accounts and maintain appropriate contact with potential clients to meet or exceed predetermined individual and team goals in definite hotel bookings, definite convention bookings, room nights, conversion of tentative to definite bookings, weekly prospecting calls, and site visits.

- Develop and respond to leads through phone calls, email communications, written correspondence, site inspections, presentations, tradeshow, etc.
- Participate in developing and managing an effective sales plan, along with new strategies to promote/sell Saint Paul, to meet established market goals.
- Create and maintain client database ensuring that data is complete, accurate, and current in iDSS (CRM). Generate convention center and hotel leads and definite bookings.
- Effective and timely follow-up on requests from meeting planners for proposals and/or requests for information to ensure that client's needs are satisfied, including preparation of bid proposals to meeting planners, Board of Directors, Visit Saint Paul members and/or site selection committees.
- Solicit and coordinate hotel and convention center cost projections and information to create bid proposals for meeting planners' consideration.
- Develop relationships with key local national association/corporate members to promote additional and continuing business through participation in local and national professional organizations.
- Attend national tradeshow, sales missions, networking meetings and local meetings to solicit convention business. Responsible for pre-planning, target marketing, and booth arrangements for tradeshow.
- Attends local industry networking meetings to solicit convention business.
- Attends and participates in internal and external Visit Saint Paul meetings, local events with Visit Saint Paul members, and business-related social functions.
- Coordinate and conduct site tours for meeting planners, showcasing facilities and attractions in the city.
- Coordinate and invite qualified meeting planners from across the country to participate in Visit Saint Paul familiarization programs (FAMS), including developing and executing personalized FAM itinerary.
- Develop and maintain beneficial working relationships with Visit Saint Paul hotel, attractions, and service partners to maximize selling opportunities.
- Work with Visit Saint Paul services staff to provide meeting planners with service referrals that will enhance their event.
- Prepare reports of business transactions and expense activity.
- Handles special projects as assigned and supervises budget for each period.

## **EDUCATION AND EXPERIENCE**

- Four-year college or university degree preferred. An equivalent combination of education and experience considered.
- 10+ years of hotel, convention center or destination sales experience.
- Familiarity/Proficiency with Microsoft Office 365, database management programs (iDSS), and ability to learn new software programs as directed.
- Knowledge of the hospitality/meeting industry and its terminology.
- Excellent communication skills, strong initiative, and work ethic.
- High emotional intelligence and an "of service" attitude.

- Superior organization skills and attention to detail.
- Proven ability to establish and cultivate effective cross-functional working relationships and work well within a team environment.

### **Work settings and physical requirements**

- May require occasional lifting of materials weighing up to 40 pounds
- Travel to tradeshow and conferences is required
- Local and regional driving (valid driver's license and clean record)
- Occasional weekend and evening assignments

### **2024 BENEFITS:**

- Salary range is \$75,000 - \$80,000, depending on experience and up to 10% salary quarterly incentive based on goals and performance
- Employees accrue 10 Vacation days and 10 PTO days in first year
- Annual paid holidays: 10 set, 1 floating, and 2 half-days
- 90% employer paid premium on single coverage health insurance with zero deductible plan
- 100% employer paid premium on single coverage dental insurance, short term and long-term disability insurance and life insurance/accidental death and dismemberment
- 401K with employer matching contribution of 100% on first 3% of compensation and 50% on the next 2% of compensation
- Flexible Spending Account
- Monthly mobile phone reimbursement
- Monthly wellness reimbursement
- Employer paid parking at adjacent Saint Paul RiverCentre

### **TO APPLY:**

Please send via email to [careers@visitsaintpaul.com](mailto:careers@visitsaintpaul.com)

- **Two to three paragraphs telling us why you are interested in this position and how you believe you meet the qualifications.** Please include this in the body of the email, not as an attachment.
- **Your work/skills/training history as an attachment.**

Visit Saint Paul is a non-profit, equal opportunity, affirmative action employer. Our commitment to diversity and inclusion is fundamental in providing excellent service to visitors and the community. This position is open to anyone who meets position requirements. Visit Saint Paul strongly encourages veterans, women, persons of color and members of the LGBTQIA+ community to apply.

Position open until filled. No phone calls please.