

# PARAGON CASINO RESORT

## Job Description

### CONVENTION SALES MANAGER

<b>Department:</b>	<b>Marketing</b>	<b>Reports to:</b>	<b>Director of Conv. Sales &amp; Services</b>
<b>Job Code:</b>	<b>MGR05</b>	<b>License:</b>	<b>Gaming</b>
<b>Position Code:</b>	<b>MGR066</b>	<b>Costing:</b>	<b>800 8500 8520</b>
<b>Pay Grade:</b>	<b>E8</b>	<b>Date:</b>	<b>02/12/15</b>
<b>EEO-1 Code:</b>	<b>4</b>		

#### **SUMMARY:**

Responsible for the development and growth of all Market Segments of the Convention Sales Department and the capitalization of all sales and marketing opportunities for Paragon Casino Resort, ensuring that they are in accordance with the policies and procedures of Paragon Casino Resort.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following:

- Develops and promotes Convention group opportunities to Paragon Casino Resort.
- Meets and communicates, on and off property, with groups and individuals to promote group travel to the Resort.
- Assists groups in coordinating the promotion/advertising of their convention/conference at Paragon Casino Resort.
- Develops and maintains network of contacts to generate future group travel market opportunities.
- Develops and maintains contact lists, via phone, correspondence and site visits.
- Monitors and evaluates current department policy and procedures and suggest changes when necessary.
- Conducts hotel tours and entertains qualified clients, in accordance with company policies and procedures. Provides information, forms and details of Paragon procedures to convention clients to assist them with their event.
- Acts as a hotel contact and liaison between the group meeting planner and the hotel staff and all departments to ensure maximum efficiency of the property and assures clear communications of client's wishes to operational departments.
- Negotiates forms of payment and payment schedules.
- Attends and participates in trade shows, events and conventions, both on and off property as needed.
- Prepares and negotiates group agreements for conventions, including banqueting, rooms, and other resort services.
- Held accountable, to a high degree, for the accuracy and thoroughness of sales records and reports.

- Prepares quarterly convention activity report for management.
- Responsible for weekly sales activity report showing tentative and definite group bookings.
- Develops individual action plan for upcoming week describing daily group functions and sales activities.
- Prepares pro-forma task sheet for all group proposals and post-forma task sheet for all departing groups.
- Provides departmental action plan for all groups booked.

***Paragon Casino Resort requires all Associates to consistently:***

- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.
- Exceed Guests expectations with quality and friendly service.
- Treat all Associates and Guests with respect, dignity, integrity and sensitivity.
- Provide a safe working environment by complying with safety rules and reporting potential hazards.
- Comply with company performance standards and departmental policy and practices.
- Demonstrate pride and professionalism for the property, its goals and the Associate Pledge.
- Support training and development for all Associates.
- Communicate and share ideas, concerns and explain “Why” behind decisions.
- Maintain a consistent, regular attendance record.

**REQUISITE QUALIFICATIONS:**

The requisite qualifications listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education and/or Experience:** Bachelor’s Degree and/or minimum of three (3) to five (5) years experience in direct sales or marketing or an equivalent combination of education and experience required.

**Qualifications:** Must possess excellent communication, organizational and analytical skill. Must be extremely people oriented and computer-literate-including strong knowledge of Excel, Word and Outlook.

**Must apply for, be granted and retain a valid Tribal Gaming License and State Gaming Certification during their employment with Paragon Casino Resort. Must have understanding of and abide by all regulations as stated in the Tribal-State Compact.**

**Language Skills:** Ability to read, analyze, and interpret complex documents such as technical journals, financial reports, and legal documents. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public. Ability to speak effectively before groups of customers or Associates of the organization. Strong empathy and intuition with individuals to successfully deal with a variety of client types and personalities to further the goals of the Convention Sales Department of the Resort.

**Mathematical Skills:** Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs. Must be able to thoroughly understand the mathematical concepts of probability and statistical inference.

**Reasoning Ability:** Ability to apply commonsense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

**Physical Demands:** The physical demands described here are representatives of those that must be met by an Associate to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties, the Associate is regularly required to talk or hear. The Associate is also regularly required to stand; walk; sit; and use hands to finger, handle, or feel objects, tools or controls. The Associate is occasionally required to reach with hands and arms, and to sit; climb or balance; and stoop, kneel, crouch or crawl.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Some travel is required, including car, plane, bus and public transportation as needed.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an Associate encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.