

# PARAGON CASINO RESORT

## Job Description

### DIRECTOR OF SALES

<b>Department:</b>	<b>Marketing</b>	<b>Reports to:</b>	<b>VP / Executive Management</b>
<b>Job Code:</b>	<b>DIR03</b>	<b>License:</b>	<b>Gaming</b>
<b>Position Code:</b>	<b>DIR017</b>	<b>Costing:</b>	<b>800 8500 8520</b>
<b>Pay Grade:</b>	<b>E12</b>	<b>Date:</b>	<b>1/31/20</b>
<b>EEO-1 Code:</b>	<b>1.2</b>		

#### **SUMMARY:**

Directs and leads all aspects of Convention Sales and Tour & Travel Departments at Paragon Casino Resort. As a key member of the management team, this position oversees group service and sales for the convention center, tour and travel, hotel, and banquets.

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

- Develops and directs strategies for convention, group, catering sales and Tour & Travel both on and off property.
- Cultivates and develops a high-performance sales team through mentoring, staff meetings and performance reviews.
- Works with sales personnel and meeting planners in each market to increase sales to generate revenue for hotel, food & beverage, casino, golf, spa, retail and other resort amenities.
- Responsible for developing, forecasting and implementing Convention Sales and Tour & Travel budgets.
- Manages the development and maintenance of contacts in the convention sales and tour and travel industries, to include corporate leaders, organizations, meeting planners and group leaders.
- Builds relationships with internal and external customers to ensure the ability to guide and drive the sales process.
- Communicates with guests to ensure follow through of special requests, address concerns and resolve customer issues.
- Identifies and contacts groups who have superior revenue potential (including gaming revenue).
- Researches, coordinates and staffs trade show booths at events, conventions, and any other sales related functions to increase visibility and potential new business.
- Travels as necessary to attend trade shows, meetings and events.
- Participates in meetings/events sponsored by the local Convention & Visitors Bureau, state and regional tourism organizations.

- Negotiates rates, terms and conditions with hotels, resorts, airlines, and other hospitality industry vendors.
- Establishes and monitors convention or group hotel blocks for maximum utilization and effectiveness for property.
- Works closely with all Marketing and Operations Associates to coordinate marketing activities and to provide high quality products and services.
- Maintains booking logs, reservation forms and necessary paperwork to ensure guest satisfaction while acting as a liaison between all departments to meet group needs.
- Held accountable, to a high degree, for the accuracy and thoroughness of departmental records and reports and for maintaining an exceptional level of guest service and satisfaction.
- Perform other duties as assigned.

***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.

**SUPERVISORY RESPONSIBILITIES:** Directly supervises the Convention Services Manager, Catering Services Manager, Convention Sales Manager and the Tour & Travel Manager. Indirectly supervises the activities of all Convention Sales and Tour & Travel Associates.

**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 from a four year college or university or equivalent work experience. Seven (7) to ten (10) years ‘experience in the Convention Sales Field and supervisory or management position required. Experience in catering, special events and banquets preferred. Casino experience preferred.

**Qualifications:** Must possess excellent communication, writing, organizational and analytical skills. Outgoing, enthusiastic personality, strong presentation skills, detail orientated, organized and ability to support and motivate sales staff. Must be extremely people oriented and computer-literate in Microsoft Excel and Word, Delphi, LMS or related software.

**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 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.

**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.

**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.

**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.