# BERMUDA TOURISM AUTHORITY

**Director of Sales & Business Development (NYC)**

If you are passionate about the Bermuda brand and want to create raving fans for the Island, this may be the opportunity you have been searching for!

The Bermuda Tourism Authority is seeking a **Director of Sales & Business Development** in the New York Office. This position reports to the Chief Sales & Marketing Officer and is responsible for the development and implementation of the overall sales strategy for the organization. The successful candidate will be expected to:

- Proactively manage, develop, execute and analyze sales strategies to promote Bermuda as a leading meetings and group destination in line with organizational goals
- Proactively manage and administer sales policies and programs to foster and promote group business for Bermuda hotels and stakeholders through various BTA sales programs
- Effectively manage and engage team members to achieve or exceed goals. Direct reports will include the Business Development Manager; Market Intelligence Specialist and Sales Coordinator
- Represent Bermuda and the BTA in its efforts to attract meetings and conference business and handle priority accounts
- Advocate on behalf of the BTA brand with external stakeholders and meeting professionals across all communications channels and vehicles
- Have a keen understanding of the BTA mission, vision and goals and the National Tourism Plan, including key initiatives, quick wins and timelines
- Represent the BTA professionally at company and client sponsored events
- Establish and maintain productive working relationships with BTA partners and stakeholders
- Perform other related duties, special projects and assignments as required

***Candidates may request a full job description from hr@psolutions.bm***

Requirements for this opportunity are:

- Bachelor's degree, preferably in Marketing, Business, Finance or a related field
- Minimum 8-10 years the travel and tourism industry. Hotel and DMO sales experience preferred, with extensive contacts in specialty corporate, incentive and association markets
- Extensive sales and leadership capacity; solid understanding and experience in the development and management of relationships across market segments
- Experience in hotel and travel contracting
- Excellent and established relationships with meeting professionals
- Knowledge of Bermuda and ability to confidently promote the island
- Team player, able to work with global cross-functional teams; independent work style, demonstrates initiative
- High energy with the ability to work well under pressure and tight deadlines in a fast-paced, changing environment
- Strong mathematical skills to analyze reports including conversion rates, business won and lost and return on investment formulas
- Strong writing, proof reading and editing skills as well as strong interpersonal skills, maturity, good judgment and ability to communicate in a professional manner with a diverse range of individuals
- Efficient and proven organizational skills; detail oriented; proven problem analysis and resolution skills; exceptional analytical skills
- Proficient technology application skills: Advanced MS Office (Word, Excel, PowerPoint & Access), MS Outlook, major CRM systems
- Ability to work nights and weekends on a regular basis; reliable, dependable, flexible and responsive. Ability to travel
- Proven effective negotiating and persuasion abilities along with strong leadership skills. Must be able to work effectively at board level internally and with external client companies
- Demonstrated ability to convey a sense of urgency, openness to new ideas and the ability to operate in a culture of inclusion & diversity, integrity, customer focus, and respect
- Ability and willingness to live and work in New York City

Please forward a cover letter and resume no later than **July 13th 2018** to:
Performance Solutions Limited
**Ref: Bermuda Tourism Authority**
Suite 350, 48 Par La Ville Road, Hamilton HM 11
Email: **hr@psolutions.bm.** Phone: 441-232-5270