

BERMUDA TOURISM AUTHORITY

An exciting opportunity exists for a Director of Sales & Business Development with the Bermuda Tourism Authority based in New York City, New York.

Reporting directly to the Chief Sales and Marketing Officer, this role will proactively manage, develop, execute and analyze group sales strategies to promote Bermuda as a leading meetings and group destination in line with organizational goals; will proactively manage and administer sales policies and programs to foster and promote group business for Bermuda hotels and stakeholders through various BTA sales programs and will represent Bermuda and BTA in its efforts to attract convention business and handle priority accounts for larger convention producers.

The position incorporates a wide variety of responsibilities including but not limited to:

- Develop and oversee the implementation of overall group sales strategy for the organization
- Responsible for monitoring and managing the day-to-day activities of sales staff, contractors and systems to ensure optimal productivity and aggressive sales prospecting and conversion
- Identify appropriate leaders, industries, companies and associations with group business aligned with Bermuda's product and seasons. Devise a strategy with the team to pursue and convert those events
- Advocate on behalf of the BTA brand with external stakeholders and meeting professionals across all communications channels and vehicle
- 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

Qualification requirements for this opportunity are:

- Bachelor's Degree required. Degree in Marketing, Business, Finance or related field preferred
- Minimum 8-10 years in 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
- Strong interpersonal skills, maturity, good judgment and be capable of communicating 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 and 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
- Strong leadership and interpersonal 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, inclusion and diversity, integrity, customer focus, and respect

Interested?

Send a cover letter and resumé to employment@bermudatourism.com.

Closing date for this role is June 14, 2019