

Sales & Events Director

The sales director is responsible for the leadership and ownership of venue rental sales and the management of small and large events. Including private and public events, user conferences, weddings, roadshows, banquets, corporate events, music festivals, commercial and food vendor sales and management

The successful candidate must possess a thorough understanding and demonstrate past success of booking and oversight of events including client development, venue management, production coordination, vendor procurement and oversight, and contract negotiations.

Essential Functions:

This job description is not intended to contain a comprehensive listing of the activities, duties, or responsibilities required for the position, additional activities, and responsibilities may be assigned.

Requirements:

- Manage, mentor, and provide leadership for the sales and event management team. Guide and help our associates develop the hard and soft skills required for the successful execution of events.
- Generate new business via prospect list, networking, trade publications, resource guides and cold calls.
- Create and implement performance measures for sales associates i.e., number of calls to perspective clients per day, number of facility tours per week, percentage of lead conversion etc.
- Maintain a beneficial relationship with Visit Salt Lake and other appropriate organizations.
- Meet or exceed monthly and annual sales goals
- Work with the marketing team to create/develop and distribute lead generation material
- Solicit and secure commercial vendors and concessionaires for annual state fair. Design strategic vendor layout, work with operations for onsite electrical needs for vendors.

- Manage onsite and temporary food and beverage providers to support events and the annual state fair.

Qualifications:

It is never a job at the USFP, home of the annual state fair and Days of 47 Rodeo. It's a way of life. We believe each role is as unique as the person who does it. To join our team, you will also possess these qualifications.

- Minimum of 3 years of experience in any one of the following. A sales lead or management position at a convention center, sports and entertainment venue or hospitality industry.
- Evidence of ability to establish and maintain effective business relationships
- Demonstrate effective verbal and written skills with the ability to communicate and negotiate with prospective customers
- Meticulous with exceptional organizational skills and the ability to manage multiple, concurrent projects.
- Demonstrated ability to analyze, formulate solutions and alternatives and to efficiently resolve conflicts
- Creativity and ingenuity in developing successful sales strategies and have a working knowledge of the industry or community events
- Ability to collaborate well with other directors and independently
- Demonstrated computer skills
- Bilingual in Spanish preferred but not mandatory
- Able to work flexible hours including nights, weekends and holidays as needed.

Required:

- Bachelor's degree preferred
- IAVM or IAFC certification preferred but not necessary
- Minimum 3 years of event management and direct client management experience

Compensation Package:

- Starting salary \$65,000 to \$80,000 (depending upon qualifications) base pay plus commissions. An annual income of six figures is easily obtainable.
- Medical, Dental, and Vision
- Retirement 401K savings plan
- (2) Week's paid vacation first year, sick pay and holiday pay
- Quarterly Commission for event bookings, facility rental and ancillary services, food & beverage, parking.
- Eligible for annual company performance bonus
- Smart phone, paid mileage, full reimbursement for travel

Apply:

- Send resumes along with references to; Holli@utahstatefair.com
- Application period April 4th, thru April 22nd, 2022.

Creating FUN Family memories since 1856!