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www.olympicpeninsula.org

Business Development Manager

Olympic Peninsula Visitor Bureau

www.OlympicPeninsula.org

Position: Business Development Manager
Salary: \$70,000 - \$80,000
Status: Full time, non-exempt
Reports to: Executive Director of OPVB
Job posts to: LinkedIn, Craig's List, various industry websites
Closing Date: Open until filled
Location: Hybrid – on location in Port Angeles or other options on Olympic Peninsula, in person as needed

If you are interested and you meet the selection criteria, please respond with a resume and cover letter. Send to: Director@olympicpeninsula.org

Applicants must be familiar with the destination (Olympic Peninsula). Preference for resident of Clallam or Jefferson County.

Position Description

Olympic Peninsula Visitor Bureau (OPVB) is the Destination Marketing Organization in Clallam County, WA. In addition to OPVB, there is a "marketing committee" – Olympic Peninsula Tourism Commission – which is inclusive of municipalities across the Olympic Peninsula. These two organizations are leaders in providing tourism support, resources, and marketing to attract tourists to the Olympic Peninsula.

The Business Development Manager will lead the growth of selected visitor segments to the Olympic Peninsula – with a focus on year-round visitor economy development. This will include (but not be limited to) the following:

- Develop a plan to determine best 'fit' of organizations to the resources available (accommodations, venues, activities, transportation, etc.)
- Develop target data base for potential new business leads
- Research and design specific plans to connect with these organizations
- Develop marketing materials to support these efforts

- Develop processes for the “hand-off” from OPVB to the appropriate hotel, venue, etc.
- Oversee development of niche markets
- Oversee development of appropriate tour and travel markets, including international
- Establish goals to measure the success of increased visitation
- Partner with hotel and venue sales teams to represent the opportunities at industry events and trade shows

Deep knowledge of the region’s assets, visitor/group experiences and connection to the supporting organizations are critical to the position. Established sales skills including relationships with planners is critical.

Position Expectations

- Develop and strengthen strategic partnerships to enhance the regional economic development, with an intentional focus on creating a year-round visitor economy
- Lead establishment of approach to growing business on the OP (especially in the “off season” times of Spring, Fall and Winter – likely from October through April.)
- Determine CMS system needed for delivery of the outcomes of this position
- Define sectors to develop and methodology for doing so
- Continue to develop the International Visitor business/ Tour & Travel opportunities
- Generate plans for year-round group business including (but not limited to): Focus on association and government business/meetings and retreats (and less on events), small corporate, SMERF business, sports (primarily youth sports) and other niche markets.
- Respond to RFP’s, centralize RFP’s – build the pipeline and process
- Be the “point person” to identify leads, vet leads and business opportunities, connect with best options for housing and venues, etc.
- Analyze, determine and make recommendations regarding trade show/industry event calendar for best return on investment and participate in or organize region’s participation accordingly
- Maintain accurate and up-to-date reports and share regularly

Requirements/Qualifications

- Bachelor’s degree with an emphasis on sales, marketing, communications or related field; OR equivalent work experience
- 3-5 years of progressive sales preferably in Destination Sales or hotel sales
- Strong relationships with hoteliers, venue operators and destination suppliers
- Excellent communication skills
- Creative approach
- Problem solving skills
- Strong organizational skills including meeting deadlines
- Proven track record of project management
- Mastered computer skills with proficiency in Microsoft Office Suite

Preferred

- Travel/destination/hospitality experience

- Knowledge of destination marketing or experience in the tourism/hospitality industry
- Strong relationships with meeting planners, decision makers, organizational leaders
- Social media expertise
- CMS experience

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.