

DETROIT METRO CONVENTION & VISITORS BUREAU

RESEARCH & DATA SPECIALIST

The **Detroit Metro Convention & Visitors Bureau** is hiring a **Research & Data Specialist** for the **Convention & Meeting Sales department**. This role supports convention sales efforts through researching and soliciting clients considering our destination for their meeting or convention. This position is charged with managing the database to ensure accuracy of information used for marketing and sales efforts. The ideal candidate will have a minimum of 2 years of experience in an inside sales or a sales support role in the hotel industry and advanced proficiency in CRM software

The **Detroit Metro Convention & Visitors Bureau** has a nearly 120 year history of selling and marketing the Detroit region (tri-county) as a destination for meetings, conventions and leisure travel. As a member of the Convention & Meeting Sales team, you will have the opportunity to influence operations that further the [mission of the DMCVB](#) and be part of a company designated as a Top Workplace by the Detroit Free Press in recent years.

Qualified candidates should email a resume and CV to careers@visitdetroit.com.
Please be sure to mention the name of the person who referred you when you apply.

Position Purpose:

This position supports DMCVB convention sales efforts through researching and soliciting interests of clients considering the Detroit Metro area for meetings conventions and attractions in order to assist sales managers to increase lead production and definite room night activity. Account updates including history verification, decision process and timeline will ensure the data base is current.

Major Job Dimensions:

- Determine through customer interaction their desirability of considering hosting a meeting convention or tradeshow in the Detroit Metro area.
- Work with present database of accounts to ensure accuracy of information for future marketing and direct selling efforts.
- Utilizing Empower M.I.N.T. database to solicit conventions in need periods identified by Director, Sales and the hotel community.
- Achieve assigned measurement targets for prospecting, and lead generation.
- Develop and maintain database of third party representatives to include Conference Direct, Maritz/Experient and Helms Briscoe for direct sales and marketing efforts.
- Develop plan with Director, Sales to increase interest in key market segments including but not limited to pharmaceutical, technology, engineering, auto and union.
- Work with each sales manager as needed to increase their individual sales potential. All initiatives must be approved by the Director of Sales before implementation.
- Produce monthly reports as identified by Director, Sales to include number of accounts updated, number of accounts deleted, number of accounts turned over to initiate sales process and update on projects being worked on.
- Develop and maintain a well-informed working knowledge of all hotels and attractions and establish and maintain a close relationship with their key sales personnel.
- Performs other projects and duties as assigned.

Knowledge, Skills, Abilities and Other Characteristics:

- Working knowledge of the hospitality industry, knowledge of area hotels and venues.
- Working knowledge of CRM database and report generation.
- Excellent written and verbal communications skills.
- Ability to communicate and interact effectively over the telephone.

- Ability to coordinate multiple clerical tasks as well as play a supporting role throughout the sales process.
- Maintain dependable, consistent and acceptable attendance based on a 5-day, 40 hour work week.
- Availability to work overtime when required.
- Self-motivated individual with the ability to work in a changing environment and independently with limited direction.
- Ability to maintain a positive courteous and professional work attitude and working relationship with peers, colleagues and customers.
- Skill in organizing, prioritizing and analyzing assignments.
- Proficiency in basic business math applications and proficiency in word processing, database and spreadsheet programs.
- High degree of detail orientation and data entry accuracy.

Minimum Qualifications:

- Bachelor degree or equivalent professional experience.
- Intermediate to advanced proficiency in personal computer software including Microsoft Office (Outlook, Word, Excel, PowerPoint) and CRM.
- Two years of experience with related exposure to sales in the hospitality industry.
- Ability to communicate clearly with customers to achieve desired results.
- Ability to perform essential functions that typically involve using a keyboard for extended periods of time.
- Valid Michigan driver license.

Preferred Qualifications:

- Formal sales training
- 2 years or more in an inside sales role
- Hospitality sales experience
- Direct customer contact supporting sales goals or fulfillment of obligations.
- 2 years working experience in the Travel/Tourism/Hospitality industry

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