

EXPLORE TUALATIN VALLEY

DIRECTOR OF DESTINATION SALES

FULL TIME, EXEMPT

\$75,000 - \$80,000 PER YEAR PLUS BENEFIT PACKAGE

POSITION SUMMARY:

Explore Tualatin Valley is searching of sales and service leader to join our team as Director of Destination Sales.

The Director of Destination Sales is a results-oriented leader responsible for proactively driving new business and generating overnight and day visitors to Washington County.

This position leads Explore Tualatin Valley's business development and service efforts by actively identifying, contacting, and securing meetings, conventions, sporting events, and group tour business on behalf of stakeholders.

The role emphasizes collaboration with the Marketing and Communications team to integrate sales and marketing strategies, including leveraging AI platforms and tools to improve outreach, lead generation, and customer engagement, ensuring the effective representation of Washington County and the maximization of business opportunities to create a positive economic impact from tourism.

DUTIES & RESPONSIBILITIES:

Proactively drives new business by identifying, contacting, and cultivating relationships with potential customers for meetings, conventions, sporting events, and group tours in Washington County.

Foster strong working relationships and communication with local partner hotels, venues, and attractions to leverage connectivity for potential customers.

Manage and coordinate sales activities including proactive presentations, negotiations, and bid proposals.

Plan and execute client engagement initiatives such as trade shows, industry partnerships, familiarization tours, direct mail, telemarketing, e-mail marketing, and social media outreach to connect with customers and inspire visits.

Oversee market research, supporting strategic planning to execute targeted activities designed to generate qualified sales leads with strong booking potential for partner hotels and venues including the utilization of AI platforms and tools.

Ensure accurate and effective use of the organizations CRM, industry lead sharing sites and related systems.

Track, measure, and report performance using key industry metrics related to proactive outreach, sales leads, tentative bookings, economic impact and confirmed business for Washington County.

Prepare and deliver regular reports and presentations on business development and service efforts to the CEO, Board of Directors, and stakeholders.

Provide leadership, development, training, and supervision of the Sales and Service Coordinator including use of the organization's CRM, project and reporting systems thus ensuring professional representation of Washington County and timely customer communication.

Collaborate closely with the Marketing and Communications team to design and implement integrated sales and marketing plans, promotional campaigns, media initiatives, and events that drive destination awareness and bookings.

Prepare and manage budgets for sales and service efforts, allocating resources to maximize return on investment.

Build and maintain collaborative partnerships with state, regional, and national organizations to enhance Washington County's presence with customers and industry stakeholders.

Perform other duties as assigned.

QUALIFICATIONS:

- Proven success as a Director of Sales, Sales Manager, or another senior-level role.
- Demonstrated sales experience in hospitality, destination promotion, or hotel industries.
- Results-oriented mindset with a proven track record of meeting or exceeding sales goals.
- Strategic mindset with strong analytical, time and project management abilities.
- Strong relationship skills with the ability to collaborate, support and inspire team members.
- Proactive approach to business development, with demonstrated success in customer outreach and relationship building.
- Ability to leverage AI platforms and tools to enhance sales, marketing, and customer engagement initiatives.
- Excellent oral, written, and interpersonal communication skills.
- Proficiency with CRM software and Microsoft Office Suite (Excel, Word, PowerPoint, Outlook) and Google Suite, as well as project management platforms such as Monday.com.
- Bachelor's degree in marketing, communications, hospitality, business, or a related field.
- Ability to travel, with occasional evening and weekend availability as business demands.
- Valid driver's license and ability to lift/carry up to 40 lbs.

HOURS AND LOCATION

- Based at the Explore Tualatin Valley's office.
- 8:30am – 5:00pm - Monday through Friday / Occasional early morning, evening, and weekend hours

HOW TO APPLY:

If you are a proactive and highly organized individual with a passion for the tourism industry, sales and service and destination marketing, we invite you to apply and become part of our dedicated team.

- Interested candidates, please submit a resume with a cover letter to:
jobs@tualatinvalley.org
- Relocation assistance is not available.
- Explore Tualatin Valley is an Equal Opportunity Employer.
- No phone calls, please.

ABOUT US:

Explore Tualatin Valley is the official destination marketing organization for Washington County, Oregon promoting the county under the destination brand **Tualatin Valley**. The mission of the organization is to inspire individual and group consumers to visit the Tualatin Valley, making a sustained and measurable economic impact through tourism. Our destination includes fifty-eight hotels with over 5,800 guest rooms, wineries, breweries, hundreds of restaurants, and exciting main streets. We are home to the Wingspan Event and Conference Center, the Patricia Reser Center for the Arts, The Hillsboro Hops, plus state-of-the-art sports facilities. Washington County is Oregon's hub for tax-free shopping with retail anchored by Washington Square Mall.