

VISIT SUN VALLEY

160 Sun Valley Rd N, Ketchum, ID 83340 | visitsunvalley.com | 208.725.2103

JOB TITLE // Business Development

ABOUT VISIT SUN VALLEY

Visit Sun Valley is a 501c6 nonprofit destination marketing organization for the Ketchum-Sun Valley area and greater Wood River Valley region. Our mission is to raise awareness of Sun Valley as a mountain resort community by attracting like-minded consumers and managing a mindful experience with the priority to increase visitation from our valued guests. Our purpose is to create a better life for our mountain community and a better experience for our visitors through sustainable tourism with the strategy of right place, right message, right time.

ABOUT THE ROLE

The overall mission and objectives will be laid out by the Executive Director and stakeholders. It will be up to the Business Development role to develop and execute strategic plans created for cultivating new business opportunities based on leveraging current assets, venues, and experiences.

Targeting will focus emphasis on small groups looking for destinations capable of hosting their next gathering with the ultimate goal of booking them into Sun Valley.

Groups with built-in audiences (ex: conferences or weddings) will take precedent over events or activations that require the cultivation of new attendees. Opportunity groups include but are not limited to: wholesale ski groups, high-end corporate meetings, affinity groups, reunions, speaker series, curated experiences, tour & travel, weddings, and beyond.

Shoulder season and niche need periods such as January and March will be a priority.

PRIMARY RESPONSIBILITIES

- Building tools for hosting and development of new business opportunities that deliver information relative to being an informational resource for planning functions, events, meetings, etc.
- Creating opportunities to sell more room nights, activity booking, and venue space reservation during key times of the year that support the overall strategic objectives.
- Developing selling tools for venue spaces and outdoor facilities rentals.
- Creating fulfillment tools for inquiries that allow them to be processed, qualified and distributed to best suited stakeholders.
- Creating lead prospecting metrics for evaluating best opportunities (i.e. sales missions, familiarization tours, client events, etc.)
- Generating opportunities to expand on current and existing activities.
- Creating and developing community partnerships and collaborations.
- Organizing initiatives for both meetings and leisure travel,
- Developing group sales marketing tools including sales meeting planner guides, sales Kits, familiarization tours, and more.
- Building direct promotional campaigns for event, travel trade partnerships, and group sales.
- Organizing co-operative efforts with hotels resort and venues.
- Focusing on key markets, industries, travel trends, RFP's that aligns with objectives.

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- Develop CRM and business community content management
- Manage overall department budget.
- Develop seasonal strategic plan budgets and create tracking metrics and forecasts that leverage co-op/income opportunities wherever feasible.
- Analyzing post-activity reports to determine missed opportunities and repeat business avenues.
- Community and industry relations that includes:
 - Leading quarterly stakeholder meetings with partners on upcoming group sales activities, the progress of sales efforts, along with updates to the community regarding occupancy, ADR, and competitive efforts.
 - Developing protocols and best practices for the community such as on-site inspections, event protocol, sales missions, sales lead follow-up, etc.

ADDITIONAL RESPONSIBILITIES

- Assists as needed for all other aspects of organizations functions, including but not limited to marketing, public relations, visitor information questions and requests.
- Oversees the operation of the online lodging reservations and relationships with third-party vendor (presently ski.com), online reservations system point of contact to ensure budgetary goals are met, the guest experience is favorable and the business community is fairly represented and produce reconciliation reports.
- Works with the marketing team to build an understanding of the various visitor and advertising tracking metrics and reporting.
- Coordinates consumer research locations, pertinent questions, and acts as the point of contact in the execution of data gathering.
- Vendor relations liaison acting as the point of contact to coordinate and manage agreements.
- Website management including managing, updating and loading content for business listings, calendar of events, and more.
- Special projects as assigned.

JOB QUALIFICATIONS

- Bachelor's degree or equivalent training or experience required.
- Self-motivated with the ability to work autonomously as well as with the entire team.
- Effective time management with proven ability to manage multiple projects and work with a high level of efficiency.
- Strong copywriting, editing and written communication skills with attention to spelling, punctuation and vocabulary.
- Detail oriented with proven ability to prioritize, organize and plan work-flows with multiple team members while meeting deadlines.
- Excellent interpersonal skills, highly collaborative, can build rapport and credibility quickly.
- Passion and energy for the outdoor and mountain lifestyle. Must be a minimum intermediate level skier or snowboarder.
- Able to work weekends and evenings on occasion, some travel may be required.
- Experience working with a with board of directors and nonprofit inner working.
- Knowledge of website management and content creation an asset.
- Strong presentation and interpersonal skills, with the ability to motivate and drive collaboration amongst stakeholders.
- Proficiency with QuickBooks, Excel, and WordPress is a plus.

PROFESSIONALISM // STANDARDS // ETHICS

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- Perform all duties and responsibilities in a timely and effective manner in accordance with established company policies.
- Model professional standards for organization timeliness, accountability, professional and accurate correspondence, professional demeanor and respectfulness.
- Exemplify standards and ethics as defined by Sun Valley Marketing Alliance (Visit Sun Valley).
- Effectively perform other duties as assigned.
- Maintain professional and technological knowledge by attending educational workshops; reviewing professional publications, establishing personal networks; participating in professional societies.

WHAT YOU CAN EXPECT

This is full-time year-round positions averaging 40hrs per week. Full paid health insurance, 401k benefits and paid time off is included in addition to the yearly salary. This position also has room for growth and advancement in tasks.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT

- Position requires an individual with ability to navigate computer while on the phone.
- Frequent speaking, listening, sitting, use of hands/fingers across keyboard or mouse, handling other objects, long periods working at a computer with adequate breaks.
- Service center environment with moderate noise level due to representatives talking, computers, printers and floor activity.

VISIT SUN VALLEY is an equal opportunity employer and gives consideration for employment to qualified applicants without regard to age, race, religion, creed, sex, sexual orientation, gender identity or expression, national origin, marital status, disability or protected veteran status, or any other status or characteristic protected by federal, state or local law.

The above statements are intended to describe the general nature and level of the work being performed by people assigned to this work. This is not an exhaustive list of all duties and responsibilities. **VISIT SUN VALLEY** reserves the right to amend and change responsibilities to meet business and organizational needs as necessary.