



**KENTUCKY  
EXPOSITION CENTER**

937 Phillips Ln  
Louisville, KY 40209  
Phone: 502.367.5000

**KENTUCKY  
INTERNATIONAL  
CONVENTION CENTER**

221 S Fourth St  
Louisville, KY 40202  
Phone: 502.595.4381

[www.kyvenues.com](http://www.kyvenues.com)

## **DIRECTOR OF SALES**

**Salary:** Commensurate with experience

**Work Address:** Kentucky International Convention Center  
221 S. 4<sup>th</sup> St., Louisville, KY 40202

Kentucky Venues' two major convention and exposition facilities – the Kentucky Exposition Center and the Kentucky International Convention Center – work with regional, national and international clients to host world-class events. Kentucky Venues also produces signature events annually: Kentucky State Fair, World's Championship Horse Show, National Farm Machinery Show, Championship Tractor Pull, North American International Livestock Exposition, and the North American Championship Rodeo.

### **Kentucky Exposition Center**

The Kentucky Exposition Center is one of the largest exposition facilities in North America. It hosts some of the world's most recognized events and trade shows with 1.2 million square feet of contiguous meeting space. There are 54 meeting rooms, two arenas and 300 acres of outdoor exhibit and demonstration space, which is all vastly configurable to the specific needs of our clients.

### **Kentucky International Convention Center**

The Kentucky International Convention Center (KICC) is located in the heart of Downtown Louisville and hosts a full calendar of major conventions, conferences, expositions and private events. KICC reopened in late 2018 after a \$207 million renovation yielding a multitude of eco-conscious designs and pre-function spaces featuring modern glass facades overlooking the cityscape. The facility boasts 200,000 square feet of Class A exhibit space and 52 adaptable meeting rooms.

*Kentucky Venues is governed by the Kentucky State Fair Board.*

Work schedule can include nights, weekends and holidays as required. Benefits include life, health, dental and vision insurances, free parking, paid personal and sick leave, and a state employee pension.

### **Job Description:**

The Director of Sales facilitates venue sales and marketing efforts by managing, supervising and coordinating the activities and operations of the Sales team in booking and scheduling events and providing highly responsible assistance to the organization's executive team. The Director manages key client and partner communication, projects and tracks sales results and works closely with key stakeholders to realize successful long-term client and partner relationships.

**Essential Functions** (must be able to perform with or without reasonable accommodations):

- Manages, supervises and coordinates the activities and operations of the Sales team in scheduling and booking events including assessing and monitoring workload, administrative and support systems and internal reporting relationships; identifying opportunities for

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- improvement and implementing effective modifications.
- Trains, motivates and evaluates Sales staff; providing or coordinating staff training; working directly with team members to correct deficiencies and implementing discipline accordingly.
- Plans and directs staffing and performance to develop and manage sales and service programming.
- Manages and participates in the development and implementation of goals, objectives, policies and priorities of all sales and marketing programs and activities.
- Serves as the Sales liaison to other departments and facility partners maintaining effective working relationships and negotiating and resolving significant and controversial issues.
- Provides direct staff assistance to the General Manager and prepares and presents staff reports and related correspondence.
- Directs and plans promotional projects, coordinates focused marketing programs and strategizes to attract new markets and clients.
- In partnership with the Louisville Tourism, oversees the development of all facility advertising and marketing materials.
- Performs sales calls to initiate high-level interest and advance organization's and facility's presence in the industry.
- Reviews, compares and tracks industry trends, standards and best practices and competitor statistics to determine price schedules and discount rates.
- Conducts facility tours for potential high-level clients, addressing questions and providing information regarding facility's specifications and proficiencies.
- Monitors Sales team communication efforts with other departments to ensure the realization of effective and efficient delivery of facility services and resolve of client concerns.
- Directs Sales support staff in keeping records of correspondence, RFPs and communication.
- Attends and participates in industry meetings, trade shows, conventions, conferences and events to promote facility's event experience product.
- Adheres to and exemplifies organizational core values and service expectations.
- Maintains a professional, welcoming and responsive demeanor and addresses client and guest inquiries, requests and concerns graciously, discreetly and with a sense of urgency.
- Performs relative duties and manages other responsibilities as assigned.

**Physical and Mental Demands** (must be met with or without reasonable accommodations to perform essential functions):

- Frequently remains stationary at a desk or within an office workstation to operate a computer to accomplish a majority of duties and assigned tasks.
- Constantly interacts face-to-face and uses a telephone and a computer to communicate via voice call, video call, text and email.
- Frequently operates office devices including some or all of, but not limited to, the following: calculators, telephones, copy and fax machines and printers.
- Consistently moves about office areas and multiple acres of facility

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space, ascending/descending steps and ramps – to showcase the facility and become familiar with assembled event layouts.

- Occasionally, moves objects weighing up to 25lbs.
- Consistently functions and works within a moderate-to-high pressure event-driven environment, according to stringent schedules.

#### **Work Environment and Hours of Work:**

- Office setting with minimal-to-moderate noise levels as well as an event facility setting with moderate-to-high noise levels where event functions and facility maintenance are taking place.
- Generally, typical weekday hours, but contingent on event scheduling, work hours may include evenings, late nights, early mornings, weekends and holidays.
- Contingent on event requisites, frequently works more than 40hpw.
- Possible limited exposure to various weather conditions, including some or all of, but not limited to, the following: rain, sleet, snow, hail, and extreme cold, heat and humidity.
- Limited exposure to high-allergen and other atmospheric elements including some or all of, but not limited to, the following: livestock and other animals, hay, dirt, dust, and exhaust fumes.
- Possible limited exposure to potentially hazard-inducing elements and applications including some or all of, but not limited to, the following: use of heavy and specialized tools, moving vehicles and mechanical equipment, electrical current, working at above ground heights using ladders, lifts or other elevating devices, and direct contact with chemicals.
- Frequently travels locally and regularly travels regionally to make sales calls and attend industry meetings, trade shows, conventions, conferences and events.

#### **Knowledge, Skills and Abilities:**

##### Knowledge of

- Modern and complex principles, methods and best practices of sales and marketing.
- Effective leadership and supervisory principles, methods and best practices.
- Effective communication and dissemination techniques and methods.
- Structure and content of the English language including the meaning and spelling of words and rules of composition and grammar.
- Administrative procedures and systems such as word processing, managing files and records and designing form.
- Business principles including strategic planning, resource identification, production methods and coordination of resources.
- Event industry methods and best practices, including event planning and scheduling, facility management, crowd management, public safety, F&B services and AV and IT operations.
- Federal, state and local laws, codes and regulations relative to events, production and public assembly.
- Organizational and facility policies, procedures and strategies.
- Customer and guest service principles inclusive of customer needs assessment and evaluation of customer satisfaction, industry best practices and quality standards.

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Skilled at

- Effectively leading and motivating staff to successfully perform and accomplish goals.
- Actively listening – giving full attention to what is being said, understanding points being made and asking questions for clarification.
- Communicating effectively – conveying clear and concise messages verbally, including in person and by phone, and in writing, including by email.
- Reading comprehension – understanding written sentences and paragraphs in work-related documents
- Critical thinking – using logic and reasoning to identify alternative approaches and determine effective solutions.
- Complex problem-solving – identifying and assessing situational factors to determine a workable and favorable resolution to address a matter.
- Decision-making – considering the benefits and detriments of potential actions to choose the most appropriate action.
- Time management – applied to prioritize and carry out a multitude of tasks in order to successfully address the needs of multiple clients within continuously stringent time constraints.
- Developing creative and alternative ideas and solutions affluently.
- Recognizing, managing and responding to sensitive information and urgent matters.
- Preparing sales proposals, conducting meetings, convincing others to make certain decisions and negotiating certain terms.
- Efficiently using Microsoft Office applications including Excel, Outlook and Word and PowerPoint.
- Meeting high standards of service and maintaining effective client relationships.
- Effectively functioning in moderate to high-pressure situations.

Ability to

- Understand spoken and written English language.
- Comprehend, assess, and respond effectively to oral, written and non-verbal communication.
- Apply general guidelines or directives to specific scenarios or challenges to produce sound results or solutions.
- Maintain constant attention to precise details and accuracy in communicating and implementing specified standards and directives.
- Conduct self in a professional and composed manner.
- Allocate focus among multiple tasks and activities taking place simultaneously.
- Quickly and accurately add, subtract, multiply and divide in order to offer responses regarding event elements such as facility specifications, space capacities, projections, costs per unit, profit and revenue.
- Type and operate a computer and other office devices including, but not limited to, calculators, telephones, copy and fax machines and printers.
- Effectively use, or quickly become familiar with, Ungerboeck event management software.
- Work collectively as a team member and take initiative to complete tasks working individually.

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**Education and Experience:**

- Bachelor's degree from an accredited college or university with major course work in, marketing, business administration, event management or a related field is required.
- Minimum of four years of direct sales experience of increasing responsibility at an event, entertainment, hospitality or other major public facility.
- Minimum of two to three years of supervisory responsibility.

**Additional Requirements:**

Applicants of and employees filling this position may be required to submit to a drug screening test and background check.

**Application Process:**

Interested applicants should email a cover letter, résumé and at least 3 professional references to:

Blake Henry, General Manager  
Kentucky International Convention Center  
[blake.henry@kyvenues.com](mailto:blake.henry@kyvenues.com)

The subject line of the email shall state "Director of Sales Vacancy".

*THE COMMONWEALTH OF KENTUCKY DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, RELIGION, NATIONAL ORIGIN, SEX, AGE, DISABILITY, SEXUAL ORIENTATION, GENDER IDENTITY, GENETIC INFORMATION OR VETERAN STATUS. REASONABLE ACCOMODATIONS ARE PROVIDED UPON REQUEST.*

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