

McALLEN CHAMBER OF COMMERCE
JOB DESCRIPTION
CVB DIRECTOR OF SALES



Basic Information

Base Salary: DOQ
Approved By: President & CEO
Reports To: Vice President
Pay Status: Full-Time
Pay Frequency: Bi-Weekly
Classification: Salary / Exempt
Location: McAllen, Texas
Department: CVB

Job Description:

Visit McAllen is seeking an experienced, strategic, and dynamic **Director of Sales** to lead group sales initiatives and drive visitation to McAllen. This role is responsible for developing and executing comprehensive sales strategies to attract meetings, conventions, sports events, and group travel, supporting the city's economic growth and destination visibility.

The Director of Sales will manage the sales team, build strong community and industry relationships, and serve as McAllen's ambassador at trade shows and industry events. This position offers the opportunity to elevate McAllen as a premier destination in Texas and the Rio Grande Valley.

Core Responsibilities

- Develop and implement sales strategies aligned with Visit McAllen's mission and long-term tourism goals.
- Lead, mentor, and evaluate the sales team; set performance benchmarks and manage workload distribution.
- Cultivate new business opportunities across sectors: conventions, meetings, SMERF markets, sports tourism, group travel, and international markets.
- Establish and maintain partnerships with local hotels, venues, attractions, and stakeholders to enhance coordinated sales efforts.
- Represent Visit McAllen at trade shows, conferences, sales missions, and networking events to generate leads and strengthen brand awareness.
- Plan and host site visits and familiarization (FAM) tours for meeting planners, tour operators, and industry partners.
- Track, analyze, and report key sales performance metrics and ROI to the Vice President and President & CEO.
- Oversee CRM management to ensure accurate tracking of leads, client communication, and reporting.

- Administer incentive programs to attract new events and conventions.
- Actively promote McAllen's culture, hospitality, and unique selling points to diverse audiences.
- Assist with planning and execution of Visit McAllen-led events, including TASTE McAllen, Sizzling in the Tropics BBQ Cook-Off, and Whiskey Business.
- Perform other duties as assigned by the Vice President.

Required Qualifications

- Bachelor's degree in hospitality, marketing, business, or related field OR 5–7 years of relevant experience in tourism, hospitality, or destination sales.
- Proven record of leadership, team development, and achieving sales goals.
- Bilingual (English/Spanish) preferred.
- Strong written, verbal, and presentation skills; confident in public speaking.
- Excellent organizational skills and ability to manage multiple projects simultaneously.
- Proficiency in CRM systems, Microsoft Office Suite, Google Workspace, and project management tools.
- Ability to travel for trade shows, events, and client meetings (including evenings and weekends).
- Valid U.S. driver's license with the ability to travel domestically and internationally.

Compensation & Benefits

- Competitive salary commensurate with experience.
- Comprehensive medical, dental, and vision insurance.
- Paid Time Off (PTO) and paid holidays.
- Retirement savings plan with employer match.
- Professional development support, including travel to industry conferences and training.

Physical Demands

- Regularly required to sit, talk, and hear.
- Occasional walking, standing, lifting (up to 30 lbs.), and physical activity during events or site visits.
- Ability to travel by car, plane, or other transportation methods.
- Availability to work evenings or weekends as needed.
- The McAllen Chamber of Commerce is an Equal Opportunity Employer and does not discriminate based on race, color, religion, sex, national origin, age, disability, or any other protected status.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Date Created: August 15, 2025

Created By: Elizabeth Suarez