

DIRECTOR OF SALES



JOB OVERVIEW:

The Director of Sales will lead and develop our sales team. In addition, the Director of Sales will lead customer acquisition initiatives relating to AREA15, its owned and affiliate activations, experiences, food and beverage offerings, and ticketed events. This experienced individual will be responsible for developing comprehensive sales strategies, and innovative marketing initiatives to drive foot traffic, generate revenue before guest arrival, upsell on-site, and securing repeat business after guest departure. Responsibilities include developing on-site sales programs and marketing schemes to increase revenue, capture data, promote loyalty program, and ensure repeat visitation. The individual in this role will create, develop, and execute sales and marketing campaigns and product packages spanning the entire acquisition and retention funnel to reach locals, tourists, convention business, hotel and concierge sales teams, group sales, and ticket brokers.

Critical to the role is creativity, innovation, and being a self-starter. The ideal candidate will also possess experience in the attractions industry or with amusement and retail destinations. Must have a deep understanding of the Las Vegas market.

RESPONSIBILITIES AND DUTIES:

- Work closely with event, operations, activations, and retail teams to ensure alignment of sales and revenue initiatives.
- Develop and execute strategic ongoing marketing initiatives and programs to target locals, tourists and convention business.
- Generate group sales leads through hotel and tour packages, concierge programs and other community initiatives.
- Develop, build and maintain the customer loyalty program as a vehicle to increase foot traffic and revenue.
- Develop and optimize product packaging of group ticket sales to attract and engage B2B businesses in long term engagements.
- Planning and implementing promotional campaigns to build awareness and drive visitation.
- Develop relationships with key members of the Las Vegas tourism, hospitality industry, and consumer relations.
- Work closely with the joint-venture businesses within AREA15 – Backlight, Museum, Fiasco, Wink World, Wild Muse – to help develop and support sales and marketing initiatives
- Work closely with activations department to implement sales and marketing strategies to maximize revenue for all ticketed experiences.
- Work cross-functionally with Events, Operations, Activations and Retail to understand and drive foot traffic and increase revenue.

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RESPONSIBILITIES AND DUTIES (CONTINUED):

- Develop, create and implement sales strategies to maximize ticket sales for all activations and experiences
- Develop, review, update and implement strategic planning of the business including sales, financial performance; deliver regular reports of campaign results, including evaluation of KPIs/ROI
- Proactively keep abreast of current trends and events in marketing, social technologies, new media and relevant industries (i.e. themed and immersive entertainment).
- Develop team and implement goals, ensure all duties are performed in accordance with departmental policies, practices and procedures.
- Manages Human Resources responsibilities for assigned department to include creating a work environment that promotes teamwork, performance feedback, recognition, mutual respect and employee satisfaction; quality hiring, training and succession planning processes that encompass the company's diversity commitment
- Performs other job-related duties as assigned

QUALIFICATIONS & SKILLS

- 10+ years professional experience in sales and marketing; experience in Las Vegas Minimum of 5 years of sales in the hotel or attraction industry, with a proven record of success
- Current or recent business and market experience directing sales for both group and leisure segment
- Established relationships with key hospitality management in Las Vegas ideal
- Team player, willing to do anything to get the job done
- Strong written and verbal communication skills
- Detail-oriented, data-driven, with a high degree of financial literacy
- Must be able to work in a (very) fast-paced environment, multi-task and prioritize, and collaborate closely with multiple business units
- Ability to work varied shifts, including weekends and holidays.
- Must be able to lift 25lbs
- Work in an environment that is subject to varying levels of noise, crowds, flashing lights and smoke.
- Must be able to stand, walk, bend and lift for extended periods of time
- Must be proficient in the English language; additional language skills preferred
- Must be authorized to work in the U.S

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ABOUT AREA15

AREA15, located minutes from the Las Vegas Strip, is the world's first purpose-built experiential entertainment complex offering live events, immersive activations, monumental art installations, extraordinary design elements, unique retail, ground-breaking technology, bars and eateries and much more. With a growing collection of dynamic destinations including [Dueling Axes](#), [Emporium](#), [Lost Spirits Distillery](#), Oddwood Bar, Wink World, The Beast, a culinary experience by Todd English, and anchor experience, Meow Wolf's Omega Mart, AREA15's is an ever-changing art, retail and entertainment destination attracting locals and tourists of all ages.

For more information visit www.AREA15.com and follow on Instagram and Twitter: @AREA15Official; Facebook: [AREA15LasVegas](#) and YouTube: [AREA15](#).

AREA15 is an equal opportunity employer and values diversity. We are committed to complying with all federal, state and local laws providing equal opportunities and all other employment laws and regulations.

TO APPLY, PLEASE FILL OUT OUR [EMPLOYMENT APPLICATION FORM](#) AND ENTER "DIRECTOR OF SALES" AS THE POSITION YOU ARE APPLYING FOR.

