

# **PROGRAM MANAGER-CONVENTION SERVICES (MEET ST LOUIS)**

## **EXPLORE ST. LOUIS**

### **AMERICA'S CENTER COMPLEX (St. Louis, MO)**

Explore St. Louis is the sales and marketing organization responsible for selling and promoting St. Louis as a convention, meeting site, and leisure travel destination. Explore St. Louis manages and operates the America's Center Complex which includes the Cervantes Convention Center, the Dome at America's Center, the Ferrara Theatre, and the St. Louis Executive Conference Center.

Explore St. Louis is seeking a Program Manager to support the operations and communication functions of the Convention Services (Meet St. Louis) department. This position will work to understand the strategic meeting needs of our clients and develop a unique customer-focused service plan in the St. Louis community to support the needs of all assigned convention/meeting groups and attendee engagement plans. The Program Manager will maintain a working knowledge of the Explore St. Louis organization, our product, clients, and partnership base. Essential Duties and Responsibilities of this position include the following:

- Capture all related performance data post-convention for city-wide groups and create summary wrap-up report to include financial detail and observations by department. Share wrap-up report with Finance Department, Chief Sales Officer, Director of Sales, Director of Contracts & Scheduling and department Director for analysis.
- Work with Director of Convention Services (Meet St. Louis department) to support, and assist to coordinate, community engagement programs assigned to the department.
- Manage related welcome program activities for city-wide conventions and America's Center groups to include, but not limited to, submitting information for the creation of welcome banners in the downtown area, welcome signage at hotels in the community and local transportation centers (airport, train station, etc.), prepare for VIP accommodations and services in advance of group arrival and create custom welcome programs when needed. Determine and communicate appropriate schedules for Airport Meet and Greet, Convention Volunteer Team, Restaurant Reservations/Information with the Visitor Services and Volunteer Department in support of city-wide conventions and America's Center events.
- Manage the relevant housing functions of the department for city-wide conventions by working directly with team members, group clients and related housing agencies to meet their needs in the community including sourcing additional room nights and hotel support, updating forecasted room night performance, requesting and updating room night pick-up reports post-convention. Work directly with team members to communicate housing updates to the hotel community for relevant city-wide groups. Share final housing pick-up reports with Finance Department and work directly with Finance to support proper invoicing of hotels if a promotional assessment, or other fees, have been included in a group contract.
- Work with the department Director and Explore St. Louis housing bureau to promote housing services to upcoming citywide conventions and convert groups to use this partner service. Work as a direct liaison with the Explore St. Louis housing bureau. Assist to communicate housing bureau performance reports regularly to department Director, Director of Sales and Chief Sales Officer.
- Oversee the input of room pick-up post conference in the Meeting Information Network (MINT+) database for all relevant groups serviced by the department and input room pick-up in the MINT+ database for all relevant city-wide groups.
- Manage executed Definite Commitment Forms (DCF) received from Sales Department and work with Sales to complete turnover documents for the department.
- Serve as an ambassador for Explore St. Louis in support of successful conventions and meetings in the local community. Maintain knowledge service offerings provided by Explore St. Louis and those of the local community. Be willing and able to speak and present in front of groups, whether large or small. Extend a high level of hospitality to our clients, their guests and our partners.
- Manage strong partner relationships and maintain personal awareness of vendor and supplier resource opportunities.
- Collaborate with, or act as a liaison between, Explore St. Louis departments and the St. Louis hospitality community and area partners to ensure the successful execution of functions for conventions and meetings.
- As requested, utilize organizational timelines as a base, arrange and provide customized and/or standardized services offered through Explore St. Louis. Visit convention groups on site. Service support is extended to all clients including those not booked directly through the Sales Department.

- As requested, arrange and conduct clients' planning visits to include city tours, multiple hotel visits, venues for off-site events, tours for convention delegates, destination experiences, and charitable endeavors. Facilitate appropriate airport transportation and hotel accommodations for planning visits.
- Attend sales site visits of potential clients when requested by organizational Sales staff.
- As requested, assist client to identify and source off-site venue options for events, destination experiences (pre, during and post) for attendees, speaker resources, corporate social responsibility (CSR) partners and other local services to support the infrastructure of the convention or meeting.
- Use Explore St. Louis CRM system to document and manage work plan according to protocols. Assist to support the integration of CRM processes and procedures in the work plan for the office.
- Maintain accountability for managing budgets, expense functions and contracted concessions for clients. All financial functions must be managed accurately in accordance with organizational policies. All financial activity should be recorded and shared with the appropriate team members.
- Create and share regular activity reports on work projects and convention specific reports to communicate the evolution of the convention and the impact on the local St. Louis community throughout the planning cycle.
- Assist to create a post-convention report with any pertinent information specific to the convention or meetings to include, but not limited to: client amenities, CSR activities, hotel pick-up, reconciliation of Explore St. Louis concessions agreement, departmental plan execution details, special needs, partner feedback, local host committee updates, and client feedback. Utilize report outcomes and personal observations to evaluate details to determine how future conventions could be improved.
- Participate in the development, design and implementation of new procedures, ideas, relationships, systems or products to improve the department and/or customer experience.
- Assist with resolving product or service problems by clarifying the client's concerns, determining the cause of the problem, assisting with determining a solution to solve the problem, expediting correction or adjustment, following up on the status of the problem's resolution. Listen and maintain an empathetic attitude while helping the client work through the situation.
- Manage and execute internal, and external meetings, in a professional manner.
- Must be able to organize and prioritize work on own initiative.
- Perform miscellaneous routine duties such as: generating standardized/personalized letters to clients, recording services rendered in computer files, preparing/submitting monthly reports, etc.
- Stay abreast of developments and trends pertaining to the local and national hospitality industry.
- Interact with clients via site visits, planning meetings and entertainment. Attend meetings for local and national industry-related organizations. Travel as required to attend annual business trips.
- Maintain acceptable professional standards in attitude, office "team" participation, general grooming and appearance, attendance and punctuality.
- Maintain a varied work schedule according to scope of work, and the needs of clients and the organization.
- Work a flexible schedule as necessary to include nights, weekends and holidays.

The successful candidate will have a Bachelor's degree from a four-year college or university, or five to seven years related experience and/or training; or equivalent combination of education and experience. Must be able to obtain and keep a valid driver's license. Must also possess a knowledge and appreciation of St. Louis plus knowledge of the hospitality industry, convention, or tourism business. Hotel and event planning experience preferred.

Apply on our URL at <https://explorestlouis.com/job-opportunities-internships/> or email a resume and cover letter to [jobs@explorestlouis.com](mailto:jobs@explorestlouis.com) . Please include your cover letter and resume when applying online. NO PHONE CALLS! EOE.

**Explore St. Louis has a mandated COVID-19 vaccination policy for all employees. Pre-employment testing includes drug screening and a criminal background check. Applicants must be United States citizens or legal residents of the United States.**

***Diversity, Equity & Inclusion Statement: Explore St. Louis values diversity and we are committed to creating an inclusive environment for all employees. All employment decisions are based on business needs, job requirements and individual qualifications, without regard to race, color, religion, sex, pregnancy, age, national origin, physical or mental disability, past or present military service, marital status, gender identification or expression, medical condition or any other protected characteristic as established by law.***