



CHANGE YOUR PERSPECTIVE

Job Description

Job Title: National Sales and Services Manager
Reports To: VP, Sales, Services & Sports
Revision Date: November 2022

Department: Sales, Services & Sports
FLSA Status: Exempt

POSITION SUMMARY

To promote and sell Albuquerque as a prime convention and meeting destination and booking conventions thereby stimulating Albuquerque's economic development for growth. This is accomplished through daily prospecting efforts and industry events, online and various client contact opportunities. To achieve specific room night and lead sales goals as assigned, which may be reviewed and adjusted at any time based on business needs.

Works collaboratively with Visit Albuquerque meeting and convention clients to strategize, plan and execute a variety of destination services to enhance and ensure a positive meeting/convention experience for planners and destination partners.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

SALES:

- Exercises discretion and independent judgment in the stimulation of economic growth for the destination by marketing the city of Albuquerque as a visitor and convention destination.
- Conducts ongoing research on potential groups that may be a good fit for Albuquerque using analytical tools to assist in the decision.
- Utilizing strong analytical skills, selects potential clients, prepares and presents bids for meetings and conferences to be held within the destination.
- Composes marketing presentations to local members of national and regional associations and corporations to enlist their aid in booking future conventions given by telephones, email or in written format.
- Selects appropriate marketing materials to accompany and augment written or personal presentations to boards of directors, convention delegates or site selection committees across the United States as needed to win Albuquerque's selection as an event site.

- Work with clients to develop and implement budgets for their proposed events. Collaborate with VP of Sales and VP of Finance and Administration on changes and revisions to the budget.
- Evaluates and determines what amenities will be offered to potential clients to assist with their selection and provide the necessary marketing material to encourage the decision.
- Creates and maintains client base in a given territory as assigned; territory may be revised as business requires.
- Responsible for providing input to VP of Sales, Services and Sports on performance of Administrative Assistants regularly, when the need arises, and when job performance is reviewed to handle all employee relations issue regarding the employees they work with regularly.
- Writes bid proposals for client consideration of Albuquerque for conventions and meetings.
- Generates new business through prospecting phone calls, direct mail and e-mail, on-site sales calls and other sources; to achieve assigned lead and room night production and lead goals.
- Continually network with existing clients in search of new client referrals.
- Maintains a strong broker role in the negotiation process of all qualified leads in an effort to increase conversion ratio.
- Maintains regular contact with existing clients in order to understand business changes and nurture strong rapport with them.
- Maintains and replenishes prospecting client pipeline to consistently include number of clients as assigned.
- Solicits and coordinates hotel proposals to be presented for meeting planners' consideration.
- Attends out of town tradeshows, sales missions, networking meetings and local meetings to solicit convention business.
- Coordinates and conducts site tours for qualified meeting planners showcasing facilities and attractions in the city.

SERVICES:

- Service assigned meetings and conventions from time of booking until the event actualizes.
- Consults with and advises clients on logistics and suggests paths to successful outcomes.
- Researches clients and conventions for optimal relationship building and effective working relationships with preferred vendors and convention planners.
- Organizes and runs pre- and post-event meetings with meeting planner and appropriate vendors including Convention Center management.
- Manages and distributes convention calendar report internally and externally to appropriate partners.
- Collects & monitors hotel pick up for citywide conventions.
- Collects, reviews and distributes post-convention survey results.
- Distributes RFPs to Visit Albuquerque partners on behalf of meetings and conventions clients.

- Manages on-site staffing and registration.
- Determines appropriate responses to problems and emergencies.
- Provides project and client status updates to internal and external stakeholders.
- Handles billing and collections of any type of surcharges/rebates for groups (i.e., shuttling, Albuquerque Convention Center, association, etc.).
- Coordinates event needs with convention center personnel.
- Supervises interns and temporary help as needed.
- Supervises and guides Administrative Assistants in their job duties and performance.
- Performs a wide range of administrative tasks related to servicing conventions and clients, including correspondence, copying, posting data, coordination and shipment of collateral and tradeshow booth, preparing and delivering in-room gifts, and distributing Visitors Guides and promotional material as needed to booked and non-booked groups.

GENERAL:

- Develops and maintains professional relationships with clients & VisitABQ partners.
- Occasional overnight, weekday and weekend travel is required and must be able to work off hours on occasion.
- Have a working knowledge of the city of Albuquerque with an understanding of hotel, venue and off-site capabilities.
- Uses computer and software to manage account base.
- Must have reliable transportation and be able to travel to and visit off-site businesses.
- Must have valid registration, appropriate insurance, a good driving record and possess a valid NM Driver's License.
- Must maintain a professional appearance at all times keeping within industry standards.
- Demonstrate professional and ethical conduct at all times in accordance with Company policy.
- Contributes to a positive workplace environment by demonstrating superior customer service skills in dealing with internal and external customers, speaking positively when referring to the Bureau, and acting and speaking in a courteous and professional manner at all times.

QUALIFICATIONS

Education/Experience

Bachelor's degree (B. A.) from four-year college or university or two years related experience and/or training; or equivalent combination of education and experience

Required/Acquired Skills, Knowledge and Competencies

- Knowledge and appreciation of Albuquerque
- Competent knowledge of MS Office software, including Outlook, Word, Excel, and PowerPoint.

- Ability to learn industry-specific organization software.
- Strong organizational skills; able to handle multiple tasks and meet deadlines in a fast-paced environment.
- Demonstrated excellent customer service and interpersonal communication skills.
- Excellent presentation, verbal and written communication skills.
- Ability to work independently.
- Ability to work extensive weekends and evenings when needed and/or be accessible to clients while off-duty
- Must be flexible and able to routinely re-adjust priorities to conditions and circumstances.
- Ability and willingness to make routine decisions independently.
- Knowledge of Hospitality Industry, Convention or Tourism business a plus.
- Ability and willingness to establish and maintain accurate filing systems.
- Skills and ability to operate general office machines such as computer terminal, typewriter, fax, copiers, telephone etc.

PHYSICAL DEMANDS

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of the job.

While performing the duties of this job, the employee is regularly required to walk; sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently is required to stand and stoop, kneel, crouch, or crawl. The employee is occasionally required to climb or balance. The employee must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds, and occasionally lift and/or move up to 50 pounds with or without assistance such as hand carts or dollies. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

Will set up rooms, transport clients in personal vehicle, conduct FAMs and site tours.

May stand for extended periods of time while attending "year-out" promotions, trade shows, or during site visits.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the employee is frequently exposed to outside weather conditions. The employee is occasionally exposed to wet and/or humid conditions and moving mechanical parts. The noise level in the work environment is usually moderate.

40-60% of the time is in a nontraditional office setting at attractions and transporting customers to venues; the remaining time is spent in a traditional office setting at the Visit Albuquerque administrative offices.

ACKNOWLEDGEMENT

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an all-inclusive statement of duties, responsibilities or requirements and does not imply a contract.

I have read and understand all of the elements of the above-stated Position Summary, Essential Duties and Responsibilities, and Qualifications of this position. By signing this job description, I acknowledge and agree to these requirements.

Signed By:

Employee Name
National Sales and Services Manager

Date

Approved By:

Vice President, Sales, Services & Sports

Date

HR Init. & Date