VISIT BATON ROUGE
JOB DESCRIPTION

Job Title: Destination Sales Manager
Date: July 2023
Direct Report: Senior Vice President of Destination Sales
Classification: Exempt

Position Summary

The primary role of the Destination Sales Manager is to market and sell the Baton Rouge area as a destination for meetings and conventions which are directly related to Visit Baton Rouge's general business operations.

Duties and Responsibilities

Generate leads and room nights to hotels and industry partners.

Maintain ongoing relationships with established contacts and accounts to ensure both continued and/or potential business for the Baton Rouge area.

Serve as a liaison between meeting planners, hotels, and convention centers.

Maintain client database through the Customer Relationship Management (CRM) system.

Interact daily with professional meeting planners, etc. to aid in sales via email, telephone, letters, or meetings.

Identify, recruit, and encourage local representatives affiliated with state, regional, national, and international organizations to conduct future activities in the Baton Rouge area.

Develop, implement and monitor sales strategies to ensure all goals (tentative lead generation, definite hotel room nights, conversion ratios, solicitations, etc.) are achieved.

Identify new business opportunities through research, solicitation, referrals and other methods within assigned accounts and markets.

Establish and maintain positive relationships with area hotels, convention centers, etc.
Work with the Destination Experience Department to evaluate and assess client needs.

Responsible for visiting groups when their meetings and/or events are held in the Baton Rouge area to ensure a successful meeting and experience.

Exercise discretion and independent judgment with respect to potential incentives to finalize negotiations, tradeshows, familiarization tours, site inspections, purchases, entertainment, advising vendors and/or industry partners of tax exemption status, and other matters of significance.

Responsible for the execution of cooperative endeavor agreements.

Prepare bid proposals, bid presentations, etc. based on client needs/requests.

Evaluate industry trade shows, sales missions and other activities for future participation.

Manage and coordinate industry related site visits, to include but not limited to itineraries, hotel accommodations, and convention centers.

Develop markets independently and cooperatively with other destination marketing organizations on a national, regional and state level along with other public and private sector travel officials.

Research prospective group histories and demographics prior to attending tradeshows, sales missions, and/or fam tours, and conduct subsequent follow-up.

Travel to tradeshows, educational seminars and networking meetings to promote the Baton Rouge area.

Attend relevant industry-related functions as required.

Involvement in professional and/or civic organizations to enhance networking opportunities.

Assume additional responsibilities as assigned.

**Position Qualifications and Requirements**

- College degree or equivalent relevant experience
- Minimum of five years sales experience preferably in the hospitality industry
- Excellent communication, organizational and interpersonal skills
- Ability to work flexible hours including overnight travel
- Ability to set and meet multiple deadlines
• Exhibits flexibility and adaptability
• Working knowledge of the most current technologies and products used in the industry
• Possess valid driver's license and have reliable transportation
• Regularly required to talk or hear, see, sit, stand, walk, use hands/fingers or feel, reach, bend, stoop, climb stairs, and lift up to 25 lbs.  (*The physical demands described are representative of those that must be met by an employee to successfully perform the functions of the job.*)

Disclaimer: Nothing in the job description restricts management’s rights to assign or reassign duties and responsibilities to this job at any time.