

Experience BRYAN COLLEGE STATION

Job Description

Position: Conventions Sales Manager - SMERF Exempt Position
Reports to: Director of Conventions

ABOUT EXPERIENCE BRYAN COLLEGE STATION:

Experience Bryan College Station (EBCS), a 501c(6) non-profit, is a destination marketing organization whose mission is to promote economic growth through the marketing of the Bryan College Station Community as a premier destination experience. EBCS focuses on the meetings, conventions, and leisure travel segments.

POSITION SUMMARY:

The Conventions Sales Manager will join a passionate team led by the Director of Conventions. The primary goal of the department is to encourage hotel room stays by attendees through the meetings and conferences recruited. This is accomplished by increasing the number of conferences hosted in the community, specifically in the SMERF market.

MAJOR JOB FUNCTIONS:

- **Soliciting, recruiting, and booking SMERF business** through relationship building with Meeting Planners. This includes attending relevant tradeshow and marketplaces, conducting sales calls, prospecting potential clients, conducting follow-up calls, hosting site visits and FAM tours, bidding on events, and generally promoting potential meetings and conferences to be hosted in Bryan College Station.
- **Manage, maintain, and utilize client database** to develop leads, conduct sales calls, coordinate hotel room blocks within the community, identify new business, respond to RFPs, and submit bid opportunities.
- **Understand and maintain partnerships** to serve as a comprehensive knowledge base for meeting planners and act as a community liaison for EBCS.
- **Work collaboratively** with the Conventions Services Manager, Senior Conventions Sales Manager, and Director of Conventions to provide logistics and a high-quality experience for each event.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Hospitality Management, Business Administration, Marketing, Event Management, or closely related field.
- One to two (1-2) years of sales experience, preferably in the destination marketing industry.
- Proficient in Microsoft Office Software (Office, Word, Excel, PowerPoint, and Outlook).

REQUIREMENTS:

- Ability to work nights and weekends, as needed.
- Travel approximately 15-20%

BENEFITS:

- Health, Dental, and Vision Insurance
- Vacation and Sick Paid Time Off
- Incentive Plan
- 401(k)
- Flex Schedule

APPLICATION PROCESS:

Interested applicants should send their resume and cover letter to Sophie Curtis, Director of Conventions, at sophie@experiencebcs.com. For additional questions, please call (979) 260-9898.

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed in this position and is not all-inclusive of every job function. Position may be required to perform position-related tasks other than those specifically listed in this description.