

**Visit Cheyenne JOB DESCRIPTION**  
**July 2019**

**Title:**           **Group Sales Manager**

**Reports To:**    Director of Sales and Marketing, Visit Cheyenne

**Duties:**        Responsible for bringing meeting, convention and group business to Laramie County, WY. Aggressively promoting Laramie County as a destination for leisure travel groups, meetings, conventions, trade shows and retreats. Assists in providing conventions services to meet the needs of meeting planners.

This position will focus approximately 30% of its time on group leisure sales and the remaining time on meeting and convention sales.

- Performs sales activities to attract convention and meeting business to Laramie County. Locates and sells to meeting planners, association executives, and anyone who could possibly hold group events in the County.
- Prospects for new meeting and convention business within the assigned vertical categories.
- Prepares and disseminates convention bids to area hotels / venues that meet the event's requirements. Collects bids from venues and provides to the meeting planner.
- Attends group leisure travel shows and disseminates the leads, and information to the hotel community in Laramie County.
- Serves as a liaison to the group travel market between the hotels, attractions and restaurants of Laramie County, providing timely and effective itinerary suggestions to tour groups.
- Participates in trade shows, industry meetings, sales efforts, bid presentations and sales calls to promote Laramie County.
- Aggressively promotes Visit Cheyenne's services to increase convention activity in Laramie County.
- Maintains sales activity, statistics, and electronic files using Visit Cheyenne's CRM software.
- Maintains a well-informed, working knowledge of the facilities, attractions and services, both private and public, available in the area.
- Maintains good relations with managers and staff of area lodging properties and attractions.
- Maintains familiarity with competing destinations and issues that impact Cheyenne's ability to compete.
- Operates DMAI's economic impact calculator for potential meetings, determining the economic value to Laramie County.
- Acts as liaison between hotels/facilities and the meeting/convention planner. Acts as team leader for citywide bids.
- Works with the Convention Services Manager to coordinate services that assist meeting planners with their events
- Maintains current knowledge of convention, group sales and servicing trends, as well as the use of social media and technology.

- Participates in industry-specific associations as appropriate.
- Travel Required: 5-6 major overnight sales trips outside of Laramie County per year, often lasting several days. 1-2 driving day trips per month to meeting industry luncheons, training sessions, and sales calls to communities such as Denver, Laramie, Fort Collins, etc.
- Other duties as assigned.

### **Experience / Qualifications**

- Bachelor's degree or equivalent experience in the hospitality industry.
- This position requires the ability to effectively perform in a fast-paced, results-oriented work environment assuming personal ownership and accountability for projects, goals and outcomes.
- Must have excellent interpersonal communication skills and the ability to effectively develop and maintain strong working relationships across all age groups and organizational levels.
- Requires strong planning, organization and project management skills with the initiative and ability to manage multiple projects simultaneously.
- Sales experience in hotel, convention bureau, or related industry is preferred. Personal contacts in the travel industry a plus.
- Considerable computer and technology knowledge and experience. Knowledge of word-processing, spreadsheet, and database applications. CRM software experience a plus and the ability to work in a prospecting database is essential.
- Ability to follow-up with leads, identify opportunities, and work closely with the local support industry
- Interest in pursuing advanced meeting industry accreditation and training
- Must possess a valid driver's license.
- Must be able to lift boxes up to 30 pounds, and transport trade show materials in and out of large exhibition halls.
- Must be able to travel in the United States, Mexico and Canada.
- Enthusiasm for Laramie County with knowledge of benefits of the resources within the county.

### **Salary and Benefits**

- Full-time. Salary commensurate with education and experience.
- Health and dental insurance. Vacation and sick leave.
- Simple IRA retirement plan with employer match.

Qualified candidates should submit a cover letter and resume with salary history to Jim Walter at [jim@cheyenne.org](mailto:jim@cheyenne.org) by July 31, 2019 at 5:00 pm. This position will remain open until filled.