

HALIFAX AREA ADVERTISING AUTHORITY

Title: Sales Manager (Travel Tourism Sales and Product Development)
Department: Group Sales
Reports to: Director of Group Sales
Date: July 2021

Job Description:

Manages all travel trade FIT, motor coach series, and US receptive markets to drive sales to the destination and area lodging partners. Maintain online destination specialist training modules and strategic tour product itineraries for the tour and travel trade distribution market segments.

Areas of Primary Responsibility and Focus:

- Manage existing and develop new sales opportunities for the destination within the tour and travel distribution channels including US receptive operators, domestic and international tour companies, wholesalers and the retail travel market segments.
- Manage the travel agent distribution channel and maintain scalable online destination specialist training programs with the PR/Communication department for market segments that promote more travel bookings to the area.
- Manage the development of area destination products and activities that can be packaged as attractive itineraries for integration into tour operator programs, for sale and promotion, via retail travel and direct consumer market segments.
- Maintain and communicate via online, electronic or printed collateral materials the various regional destination products or services information to all tour and travel related companies.
- Work with the Director of Group Sales to develop and conduct tour and travel business development activities including familiarization tours, product training, and special industry events that foster participation and engagement to the area's destination tourism partners.
- Develop sales leads and ensure timely delivery of leads to area lodging and other tourism related business partners. Establish a comprehensive reporting system for the CVB executive team and other destination stakeholders.
- Assist in coordinating all related details for the CVB's Tour and Travel Advisory Committee. Foster healthy development of advisory committee member participation in both role and responsibility. Encourage strategic and competitive discussions to advance the destination message and mission.
- Work with the Director of Group Sales to develop and implement an effective annual sales and marketing strategy that maximizes destination awareness, market penetration and lodging sales within the tour and travel market segments.
- Utilize key industry trade shows and marketing programs with state and regional partners to advance destination awareness, market penetration and generate sales leads for area tourism partners.
- Implement and manage a leisure and trade tourism partnership program that drives cooperation and positive tourism community support for all tour and travel marketing activities.
- Work with communications and marketing teams to develop copy and collateral materials to promote the destination and develop marketing and coop programs for area partners within the tour and travel market segments.
- Maintain current market analysis to include destination room night reporting.
- Coordinate and participate with CVB related committees as assigned by supervisor including set up, minutes, action items, and any other item(s) as needed.
- Submit a weekly activity report detailing work assignments, goals and completed tasks.
- Other duties and projects as assigned by supervisors.

EDUCATION/EXPERIENCE, KNOWLEDGE, SKILLS AND COMPETENCIES

- Bachelor's degree or commensurate experience.
- Strong understanding of group sales in the travel and trade industry.
- Competency to manage multiple tasks and meet deadlines, set priorities and achieve results.
- Strong verbal and written communication skills; excellent interpersonal skills with the ability to work effectively with all organizational levels.
- Ability to work independently and exercise good judgment with exceptional attention to detail.
- Positive, professional, "can do" attitude and ability to excel in fast-paced environment.

COMPENSATION:

- \$50,000.00 - \$55,000.00 per year