

HALIFAX AREA ADVERTISING AUTHORITY

JOB DESCRIPTION

Job Title: Group Sales Manager
Name: Open
Markets: Associations: State and National, Social, Military, Education, Fraternal, and State Government
Department: Group Sales
Reports to: Director of Group Sales
Status: Exempt
Date: March 2023

Job Description:

Develop group sales leads for assigned market segments that meet measured sales goals and encourage group bookings for area convention facilities. Focus on developing bookings and leads specific to national and state association, social, education, fraternal, and state government.

AREAS OF PRIMARY RESPONSIBILITY AND FOCUS:

- Develop and maintain active prospects and issue leads specific to market segments that have the greatest potential
- Maintain memberships in organizations related to assigned market segments
- Cooperatively work with all department staff and assigned contractors to ensure the delivery and implementation of a comprehensive sales and marketing strategy that improves meetings and convention leads or bookings
- Regularly participate in trade shows, sales missions, and regional sales calls for assigned markets and provide timely leads and follow up with information to area partners
- Arrange and conduct area site inspections and tours
- Achieve sales goals for area of work as established by the Director of Group Sales
- Submit a weekly activity report detailing work assignments, goals and completed tasks
- Keep all activity updated in the Simpleview lead generation software program
- Participate in CVB Staff, Sales Department, and Meetings and Convention Advisory Committee meetings
- Provide support in all group sales markets as needed with a priority on State and National Associations
- Maintain a positive relationship with CVB staff, area industry representatives and other tourism related businesses
- Other duties and projects as assigned

EDUCATION/EXPERIENCE, KNOWLEDGE, SKILLS AND COMPETENCIES:

- Bachelor's degree or commensurate experience
- Experience in convention services
- Familiarity in the basics of group sales
- 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

ENVIRONMENTAL CONDITIONS:

- Office will be considered 140 S. Atlantic Ave., Ormond Beach, Florida
- Some weekends and evening hours required
- Frequently work at fast pace with tight deadlines and unscheduled interruptions

PHYSICAL DEMANDS:

- Ability to lift up to 25 pounds occasionally
- Ability to drive own vehicle as required to perform essential job functions
- Ability to travel out of town, including weekends

COMPENSATION:

- Salary is commensurate with experience
- Benefit package available first of the month following ninety (90) days of continuous full-time employment