

HALIFAX AREA ADVERTISING AUTHORITY

JOB DESCRIPTION

Job Title: Group Sales Manager
Department: Group Sales
Reports to: Director of Group Sales
Status: Exempt
Date: April 2024

Job Description:

Develop group sales leads and bookings for assigned market segments. Meet measured sales goals and encourage group bookings for meetings hotels and convention facilities.

Areas of Primary Responsibility and Focus:

- Develop and maintain active prospects and issue leads specific to market segments that have the greatest potential.
- Maintain membership and participate 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 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.
- Document work within Simpleview lead generation software program.
- Participate in Meetings and Conventions Advisory Committee meetings.
- Maintain a positive relationship with 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
- Convention & Visitors Bureau experience preferred
- Ability to manage multiple tasks, set priorities, meet deadlines, and achieve results
- Strong verbal and written communication skills; excellent interpersonal skills with the ability to work effectively on all organizational levels
- Ability to work independently and exercise good judgment with exceptional attention to detail
- Positive, professional, "can do" attitude that enhances the organization's corporate culture
- Ability to excel in a fast-paced environment

ENVIRONMENTAL CONDITIONS:

- Office located at 140 S. Atlantic Ave, 5th Floor, Ormond Beach, Volusia County, Florida
- Some weekends and evening hours required
- Frequently work at fast pace with 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 is available on the first of the month following ninety (90) days of continuous full-time employment