

HALIFAX AREA ADVERTISING AUTHORITY

JOB DESCRIPTION

Job Title: Group Sales Manager (Religious, Corporate, National Association markets)
Department: Group Sales
Reports to: Director of Group Sales
Status: Exempt
Date: October 2020

Job Description:

Develop group sales leads and bookings for market segments including religious, corporate and national associations. 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
- Minimum of 10 years' experience preferred, with proven sales results in Faith-Based, Corporate, and National Associations markets
- Convention & Visitors Bureau experience preferred
- Planner background a plus
- Holds current memberships/accreditations in key industry organizations
- Experience in convention services 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 and assist in all areas/markets when needed
- 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 126 E. Orange Ave, Daytona 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