



**POSITION:** Sales Manager

**REPORTS TO:** Vice President of Sales

**EDUCATION:**

Degree in Business, Sports Management, Hospitality & Tourism, Communication Studies, or relevant program, preferred.

**KNOWLEDGE AND SKILLS REQUIRED:**

Must be highly organized and have the ability to multitask. Proficient in Google Drive (Gmail, Sheets, Slides, Docs, etc.). Must have excellent interpersonal relationship skills. Direct contact skills involve meeting with clients, hospitality industry partners, and working in-house with co-workers. Must maintain a valid driver's license in order to perform responsibilities related to job functions.

**POSITION SUMMARY:**

Responsible for supporting the Sales and Services Department to promote Lehigh Valley as the destination of choice for meetings, conferences, and sporting events.

- Travel on behalf of Discover Lehigh Valley to industry trade shows, conferences, and events.
- Secure new meetings, conferences, sporting events and retain current bookings.
- Manage meeting and sporting event calendar.
- Communicate and facilitate service requests to partners.
- Encourage meeting planners and sports event organizers to utilize the DLV events webpage, deals and discounts page, and social media channels to attendees.
- Coordinate with the marketing department to create promotional materials as necessary to fulfill services.
- Prepare and present meeting and event bids.
- Prepare and execute site visits and familiarization tours.
- Continuously evaluate and update destination services and DLV group options.
- Prioritize activities within specific guidelines and handle multiple responsibilities within specific time frames and deadlines.
- Represent DLV professionally at company and client sponsored events.
- Willing and able to work evenings, weekends, and holidays based on demands.
- Assumes other tasks or responsibilities as directed by the Vice President of Sales and the President and CEO.

**Please email your resume by May 15, 2022 to:**

**[info@DiscoverLehighValley.com](mailto:info@DiscoverLehighValley.com), Subject Line: Sales Manager Position**