



**Job Title:** Sales & Events Manager

**Reports To:** Director of Sales & Stakeholder Services

**Job Brief:**

Visit Estes Park is looking for a Sales & Events Manager to handle the planning of events in the community, as well as other sales-related activities. In this role, you should be an effective negotiator, critical thinker and able to establish trust and build rapport with community stakeholders. You will ensure that Visit Estes Park maintains an excellent relationship with business leaders in the community as well as interact regularly with residents and visitors.

**Responsibilities**

- Manage and execute planning of Visit Estes Park sponsored events
- Attend and coordinate logistics for other community events
- Function as an official representative of the Visit Estes Park brand and act as a liaison between area lodging and meeting facilities
- Prepare schedules, monitor ticketing, manage set-up and tear down of events
- Build long-term relationships with community stakeholders, small businesses, residents and visitors
- Be able to communicate in an engaging and motivating manner with all stakeholders
- Solicit and generate new leads and repeat leads through sales calls, emails, in-person meetings, trade shows, special events and web research
- Assist in ongoing maintenance of the database to organize reports, accounts, and lead information, as well as keep detailed records of activities for future follow-up
- Assist in maintaining sales production reports, trade show schedules and assist with marketing team development of advertising schedules and collateral for the group market
- Coordinate and direct special events such as sales calls, site inspections, group and convention bid promotion, trade shows, FAM tours, etc.
- Play an active role in coordinating local services and participate when necessary as groups come to the area
- Be active and engaged in key industry organizations
- Interest in social media and ability to post and interact with stakeholders on social media accounts such as Facebook and Instagram

- Create and distribute biweekly Visit Estes Park Happenings document

## **Requirements**

- Proven experience as sales and events manager or similar role
- Tourism experience is a plus
- Some evening and weekend hours are required
- Some travel required within and outside Estes Park
- Mastery knowledge of proper sales techniques
- Interest in working with and communicating with people on a daily basis
- Excellent communication and negotiation skills
- Organizational and multitasking abilities
- Ability to build reports and work within CRM systems
- Attention to detail
- Critical thinking skills
- BS/BA in marketing, business, tourism, events or related field

Salary range: \$4,000 to \$4,800 per month.

## **Benefits**

- Medical, dental, vision, life insurance available
- Colorado government employee pension (PERA)
- Vacation & sick leave

For consideration please submit your resume to:  
[andrea@visitestepark.com](mailto:andrea@visitestepark.com)

Preference will be given to local candidates.