

DEPARTMENT: Group Sales and Service Manager
REPORTS TO: CEO

Job Description SUMMARY:

Seeking a dynamic team player to lead and manage the Sales and Services department. Develops and implements long and short-term sales strategies and budgets to ensure achievement of annual goals. A minimum of four years of experience in a sales leadership position with a convention and visitor's bureau, hotel or related travel industry organization required. Manages Social group, Sports, wedding, tour and travel, & group leads and all information requests through the website and other inquiries that pertain to group sales activities. Facilitate sales through the partners and assist with developing business to lodging facilities and various businesses. Attends trade shows and FAM's as approved. Assists with special events and projects, only as assigned and approved. Leads by example, builds morale, and maintains the highest standards of excellence in the company and amongst the employees. Bachelor's degree in Business, Communications, Hospitality Industry or related area or equivalent work experience preferred.

Position Description

- The Group Sales & Services Manager will sell, provide leadership, supervise, and direct the sales and services efforts of all Group Sales and Service in conducting the following:
- Actively promote the use of the Golden Isles area as a convention, meeting, seminar, weddings, trade shows, sports and motorcoach destination through personal contact, telephone calls, direct mail, sales blitzes, and industry trade shows.
- Inform organization/association executives of the type and extent of service provided by the convention and visitors bureau staff.
- Identify, recruit and encourage customers affiliated with various regional, national, and international organizations to hold future meetings in the Golden Isles area.
- Develop, coordinate and implement strategies leading to the preparation and presentation of bid proposals to ensure future bookings.
- Invite key decision-makers to the Golden Isles for site visits and familiarization tours and, in conjunction with pertinent staff members and partners.
- Maintain a working knowledge of The Golden Isles area hotel/motel/meeting facilities/venues and maintain close contacts with their sales personnel for exchanging information and ideas.
- Takes an active interest and role in the promotion and generation of income for tourist vendors and creates promotions geared at increasing business.
- Distribute weekly, monthly, quarterly comprehensive sales reports.
- Maintains accurate and up to date files on accounts through the CRM system, including entering new leads, traces, service requests, room & revenue pick up, correspondence, maintenance, follow-ups, etc. in a timely basis
- Reviews weekly and daily paperwork for accuracy and timely completion and compiles the following reports in easy-to-follow excel sheets in graph formats.
- Sales traffic by month/ year as well as year over year comparisons
- Works with County/City Recreation, College and school system departments to coordinate events and facility rentals.
- Assist in database building for area businesses to include email and contact information and submitting data in the company database.

- Create and host a Sports Summit that will convene local sports partners and serve as a kick-off to this new position of the CVB. Seek their input and partnership for progress
- Responds to RFP's (Request For Proposals) and makes presentations to sporting event customers interested in bringing their competitions to the Golden Isles (This includes site/facility selection, housing requirements, negotiating rates, securing sponsors, etc.)
- Helps to develop and maintain an inventory of hotels, meeting facilities, attractions and sports facilities
- Maintains contact with the sporting event rights holder during their event to make sure that everything is implemented to their satisfaction with the anticipation of repeat business
- Prepares customized bid packets and makes bid presentations to clients, boards, and memberships as needed
- Maintains awareness of competing cities with an understanding of their products
- Plans and coordinates direct sales calls, sales blitzes, Familiarization Tours, site inspections and tradeshow that will showcase the area as a destination for meetings
- Works to obtain annual sales goal in the guest room/event revenue in the Sports markets by creating and maintaining a client base
- Maintains a well-informed working knowledge of all hotels, attractions and services, both public and private available in the area and develops and maintains a close working relationship with sales staff at all facilities
- Maintains an awareness of competitor products, promotions and industry issues that influence sales by establishing a rapport with other CVB representatives, reviewing convention trade publications, etc.
- Joins membership organizations that apply to targeted markets and services. Attends monthly meetings for these organizations to network with suppliers and meeting planners to retain existing business and/or cultivate new business
- Reports to Sales Supervisor weekly with the following up to date reports: Convention Sales Funnel Report, Goals vs. Actual Report, Sales Activity Recap, Sales Action Plan, Booked Business Report, Trade Show Report, Convention Services Update, and Quarterly Action Plan
- Updates booked business calculations on Destination Marketing Association International Event Impact Calculator (DMAI) Communicates clearly, positively and professionally with all staff members and community.
- Maintain familiarity with competing areas or issues that impact on the bureau's ability to promote The Golden Isles.
- Represent the bureau at selected and targeted industry meetings and trade shows and follow-up on leads generated at these functions within 30 days with leads ranked.
- Manage and ensure proper usage of the bureau's database management software (simpleview).
- Monitor the individual file load/account base of sales managers to maintain an equal distribution of accounts in terms of size and booking potential.
- In conjunction with Marketing Department, produce annual sales/marketing plan for Golden Isles Convention and Visitors Bureau outlining specifics sales and marketing objectives and priorities for participation in tradeshow, FAMs, etc.
- Conduct weekly sales/services staff meetings to monitor departmental activity and performance to assure consistency with the sales plan and objectives. Submit recap weekly to President & CEO.

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- Monitor the preparation and follow-up action and assess the effectiveness of all sales/services programs, including individual sales trips, staff attendance at industry meetings/trade shows, FAMs, sales blitzes, etc. and recommend follow-up action to President & CEO.
- Spearhead Bureau's bi-monthly meeting with the county's hotels/motels.
- Prepare quarterly and annual reports on sales/services activity and performance. Insure their timely submission.

Position Requirements

- College degree or equivalent experience in an area related to sales with hospitality sales emphasis.
- Ability to deal tactfully and professionally with Businesses, guests, board members and public.
- Ability to read and interpret documents such as safety rules, operating and maintenance instructions, accounting documents and procedure manuals.
- Ability to write routine reports and correspondence via personal use of word processing and spreadsheet software.
- Ability to speak effectively before guests and employees of organization.
- Ability to calculate figures and amounts such as discounts, commissions, percentages, and payments. Ability to apply concepts of business math.
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to communicate in a Positive, clear, concise manner; develop and implement comprehensive sales programs; reach goals; and organize annual sales effort.
- Maintains memberships and actively participates in meetings, conferences and trade shows related to the position.

Other Relevant Aspects of Position

- Requires overtime and varied hours and travel for meetings, trade shows, etc. Weekend work and irregular hours may be necessary, other duties as assigned.
- Ability to travel by air, drive a vehicle and maintain a valid driver's license throughout employment.

Physical Demands

- Typical office environment.
- Ability to properly and safely lift 30 pounds to waist height.

Compensation (Full-time, Part-time)

- Compensation will consist of a base salary, commission potential, vacation, sick time, health, life and dental insurance benefits and participation in company retirement program.

Please submit a resume and cover letter with salary requirements to employment@goldenisles.com