



Mississippi Gulf Coast Regional Convention and Visitors Bureau  
d.b.a. Coastal Mississippi

**JOB TITLE:** Regional Sales Executive

**DEPARTMENT:** Sales

**SUPERVISOR:** Director of Sales

GENERAL JOB DESCRIPTION

Responsible for sales activities that promote the area to meeting planners/decision makers for their conventions, trade shows, conferences. Clients would include but not limited to corporate, association, trade, non-profits, and medical meeting/event planners; achieves annual room night goals as assigned.

DUTIES AND RESPONSIBILITIES

- Makes personal emails, direct mail, telephone sales contacts to meeting planners in existing and new markets; assigned an annual room night goal, to be achieved from definite bookings within assigned market or region.
- Assists in planning and coordination of sales programs that will showcase the area as a desirable and valued meeting location.
- Plans and coordinates direct sales calls, sales blitzes, fam tours, local calls on lodging, site inspections and trade marketplaces as assigned.
- Keeps accurate and up to date files on all groups that have or may utilize area's meeting facilities.
- Provides monthly sales information to Director for inclusion in departments various sales activity reports.
- Performs other related duties as required.
- Works additional hours as needed outside the regular day .

QUALIFICATIONS FOR THE JOB

- Two-year or four-year degree from an academic institute in business, marketing, hospitality, or tourism preferred. Comparable experience acceptable.
- Minimum of three years' experience with a convention bureau, hotel, tourist attraction or other related tourism business.
- Must have the ability to exercise sound judgment and appraise situations in the pursuit of tourism for Mississippi.
- Must have excellent written and verbal communication skills.

- Must have familiarization with computer database management.
- Must be neat and professionally well groomed.
- Must be aware of all related safety procedures.
- Ability to exercise judgment and diplomacy in a wide variety of public contact situations.