



**Visit Macon**

<https://www.maconga.org/>

**About Visit Macon:**

"Some say 'soul' lives in Macon, Ga. We say the 'soul' of Macon, Ga. lives within us all." The mission of Visit Macon is to unify and lead our community in marketing the Macon-Bibb County area as a superior visitor and meeting destination and to help visitors experience "where soul lives." Visit Macon was created exclusively to market Macon-Bibb County to convention groups, sports events, tour groups and leisure visitors in order to enhance the local economy and increase employment.

<b>Job Title:</b>	<b>Group Sales Manager</b>	<b>Date:</b>	June 2018
<b>Department:</b>	<b>Sales</b>	<b>Reports to:</b>	Dir Sales and Service

**POSITION SUMMARY:**

Promote Macon-Bibb County as a destination for conventions, meetings, tradeshow, and other defined groups by soliciting assigned sales accounts and markets. Plan, organize and direct sales activities to maximize sales and profits and generate revenue.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Seek potential clients of Macon convention, exhibition and meetings sites via prospecting, sales solicitation, participation in tradeshow, association memberships and other initiatives to fulfill goals and objectives
- Identify, recruit, and encourage local contacts affiliated with state, regional, national, and international organizations to hold future conventions/meetings in Macon
- Achieve individual sales goals, reporting the total number of room nights generated, groups booked, estimated number of participants, sales leads generated, and sales solicitation efforts
- Submit qualified leads to appropriate hotels in the community for proper follow-up
- Develop, coordinate, and implement comprehensive "bid" strategies including, but not limited to: sales presentations, bid book preparation and distribution, and customized site inspections
- Create and maintain sales files for planner prospects, and confirmed conventions and lost business for Macon, and qualified associations, educational organizations and other groups, to be used for sales and marketing purposes
- Maintain a well-informed, working knowledge of the facilities, attractions, and services, both private and public, available in the area to clients and act as liaison between these entities and the client
- Remain familiar with competing destinations, facilities or issues that impact the Visit Macon's ability to sell and promote effectively
- Establish and maintain goodwill toward Visit Macon amongst members, assessed hotels, motels, and the Macon-Bibb County community
- Represent Visit Macon with appropriate industry groups for the purpose of generating interest in Macon as a destination or promotion attendance at events already scheduled for this area
- Hold membership and become actively involved with selected industry organizations such as MPI, GSAE, SGMP, etc. and maintain a visible presence within the industry, in order to attract groups to Macon
- Attend and/or exhibit at meeting industry tradeshow and events for designated areas/target markets
- Conduct follow-up with all interested contacts in order to develop lead opportunities
- Assist in planning special client events sponsored by Visit Macon such as sales blitzes, meeting planner familiarization tours, and other activities as assigned
- Participate in the bi-monthly Hospitality Network Sessions with hoteliers and attractions to provide updates on upcoming groups, pressing tourism-related issues, etc
- Work in a cohesive manner with Visit Macon's staff to ensure a unified, and effective promotional effort
- Perform other duties as assigned

**OTHER REQUIREMENTS**

- Established contacts and demonstrable past success in tourism marketing and communications.
- Maintain a high profile within trade and professional associations.
- Fosters a cooperative work environment, which focuses on trusting relationships, maximum productivity and team morale.
- Experience using research and data to establish goals and services expectations.

**REQUIRED QUALIFICATIONS:**

- Bachelor's degree (B.A.) in Hotel Administration or Business Management from four-year college or university preferred; or four to seven years' experience in hospitality sales or bureau sale
- Demonstrable and established past sales success
- Knowledge of key convention markets and related industry associations, tradeshow and meetings
- Must possess the following skills to be successful in this position:
  - Excellent Oral & Written Communication Skills
  - Highest Ethical Standards
  - Planning and Organizing
  - Strong Sales Ability
  - Interpersonal Skills
  - Time Management
  - Strategic Planning
  - Supervisory Skills
  - Professionalism
  - Presentation
  - Negotiation
  - Diplomacy
  - Ability to manage multiple tasks and projects simultaneously

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- The majority of work will be performed in an office environment. Employee will be sitting most of the time and occasionally required to stand and walk.
- Employee may be required to lift up to 20lbs.
- In addition, this position requires 20% - 30% travel; including overnight stays.

<b>Job Location:</b>	450 Martin Luther King Jr. Blvd Macon, GA 31201	<b>Employment Status:</b>	Full-time
<b>Manages Others?</b>	No	<b>FLSA Classification:</b>	Exempt