



Visit 
Milledgeville

Sales Manager

Visit Milledgeville
Milledgeville, Georgia

About Us

Once the capital of Georgia, Milledgeville is known for its historic architecture, charming downtown district and diverse recreational experiences. Listed as one of Budget Travel's "[Top 10 Coolest Small Towns in America](#)" Milledgeville is home to a bustling university community, a trendy downtown district, historic and cultural excellence and lakeside lifestyle experiences.

Milledgeville is a laid-back destination where you can enjoy the expansiveness of [Lake Sinclair](#) or spend the afternoon strolling the vibrant and architecturally inspiring historic district. Whether you are touring [Georgia's Old Governor's Mansion](#), kayaking the Oconee River, or shopping at local boutiques, our charming town is the perfect small town destination where visitors are invited to find their personal vibe.



About Visit Milledgeville

Visit Milledgeville, or the Milledgeville-Baldwin County Convention & Visitors Bureau, is the official tourism marketing organization for the beautiful Milledgeville-Baldwin area. Our organization works to develop and enhance tourism for the Milledgeville-Baldwin area in both leisure and group markets and targets consumers with research-driven marketing programs leveraging Lake Sinclair, cultural attractions, recreation facilities and locally owned businesses. At Visit Milledgeville, we love our community and we have the pleasure of celebrating all it has to offer to create economic impact for the businesses that call the area home.

Position Summary

The Sales Manager of Visit Milledgeville is a self motivated leader, relationship builder, and collaborative team player who desires to effectively and strategically boost Milledgeville-Baldwin's destination business as Sales Manager for Visit Milledgeville. This position interacts with members of the hotel, restaurant, attraction, and event venue community as well as the business community at large. Under the supervision of the Executive Director, the person in this position will have the opportunity to promote our charming town, drive awareness and demand for travel to the Milledgeville-Baldwin area, and make a difference for the businesses who are established here.

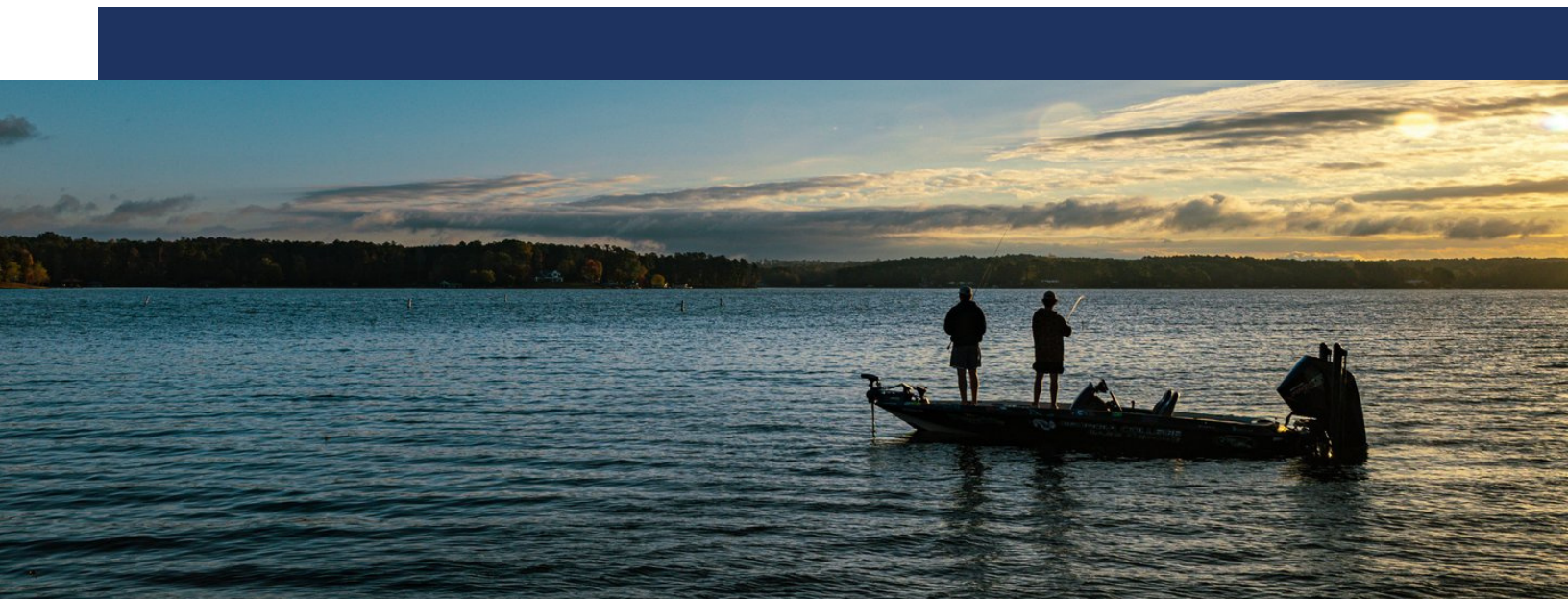
The ideal candidate should have a strong understanding of the business community at large, a positive track record with customer relationships, excellent logistics management and a willingness to travel for national conferences and tradeshow, as well as serve on local and regional boards, committees and events.



Job Duties & Responsibilities

Sales Duties

- Identify, seek and manage sales leads to increase business along all group market segments including meetings, group travel, weddings and sports
- Assess sales strategies and metrics by monitoring results and generating monthly reports on performance, including leads, confirmed bookings and lost/displaced business
- Work closely with hotel, venue and attraction partners on in-market events, site visits and new opportunities
- Manage the development and dissemination of proposals and bids to welcome and secure new business opportunities
- Lead initiatives surrounding group servicing including gifts for planners, collateral drop-offs, and step-on welcome services
- Assist with event staffing and registration, as needed
- Act as lead liaison between group planners and the hospitality industry
- Manage accounts and relationships with outside agencies, including group tour operators, event planners, and sporting team
- Oversee the Sports, Meeting & Events Grant Program and develops key metrics for return on investment and quality performance



Job Duties & Responsibilities

Leadership Duties

- Develop and oversee a local sports collaborative to meet routinely to discuss areas for opportunity and growth
- Serve as a leadership team member, interacting with and reporting to board members and stakeholders as required
- Monitor competitor products and sales activities.
- Work collaboratively with all departments and works cross-organizationally to create a unified strategy
- Interface with the local and statewide hospitality industry and represents Milledgeville-Baldwin at various local, regional and statewide hospitality trade shows and events
- Presents sales insights to internal and external stakeholders.
- Performs additional job duties and responsibilities as assigned.



Qualifications

- Experience in sales, marketing or logistics coordination principles.
- Three to five years of professional experience that includes a Bachelor's degree in Marketing or Business Administration with focus on experience working in hospitality or five to seven years of professional experience working in the hospitality industry sales field at a lodging, event venue or attraction property.
- Experience in developing compelling written, verbal and visual media presentation materials.
- Experience of website management with familiarity in a CRM system preferred.
- Experience in successful communication, project management and presentation skills.
- Must be customer service oriented and self motivated, willing to learn and create new processes.
- Must be willing to travel for regional, state and potentially national conferences.
- Must possess a valid Georgia drivers license.

Top Priorities

- Get to know the destination, community stakeholders and fellow staff members.
- Create, implement and lead an influential long-term sales strategy that aligns with the strategic goals of the organization.



Next Steps

Candidates interested in applying should email a cover letter and resume to Executive Director, Rebekah Snider, at rebekah@visitmilledgeville.com.

Please note final candidates will be subject to a background and reference check. E/O/E

