

# NEW ORLEANS COMPANY

**POSITION TITLE:** SALES ACCOUNT EXECUTIVE

**DEPARTMENT:** CONVENTION SALES

**ACCOUNTABLE TO:** SR. VICE PRESIDENT OF CONVENTION SALES & STRATEGIES

**STATUS:** FULL-TIME, EXEMPT

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## **Primary Objective of the Position:**

Promote New Orleans as a convention destination and provide industry leadership within the community. Achieve pre-determined quotas of definite hotel room nights and tentative leads for convention, and business meeting for the benefit of the NEW ORLEANS & COMPANY members.

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## **Major Areas of Accountability:**

1. Solicit international, national, state and regional associations, corporate accounts or organizations within assigned markets requiring hotel rooms and convention facilities through the use of telephone solicitation, written correspondence and sales trips to primary and secondary cities in order to obtain sales leads for NEW ORLEANS & COMPANY members.
2. Collaborate with hotels and convention facilities to prepare and submit written bid proposals or oral bid presentations designed to secure New Orleans as their designated convention site. Solicit customers to convert sales leads to definite room nights thereby impacting the overall economy of the city.
3. Maintain and update established accounts in the convention sales database with current contact, decision-maker, local contact, and site selection process.
4. Coordinate inspection and consideration of facilities, such as hotels, convention halls and other locations at the meeting planners' request, for the purpose of facilitating the site selection process. Create a positive public relations image and develop a close rapport with clients.
5. Coordinate participation in assigned trade shows or industry promotions by planning and organizing member participation and distributing mail to prospective customers. Obtain new and repeat business from various organizations.

6. Schedule and coordinate familiarization trips for qualified meeting and convention planners for the purpose of showcasing our convention facilities, including hotels, convention halls and other city attractions.
7. Attend various meetings, such as weekly sales meeting, hotel breakfast meetings, convention committee meeting, Sr. Vice-President of Sales & Strategies team meetings, etc. To remain informed on business trends and to maintain open lines of communication with the local hospitality industry.
8. Keep abreast of new developments in the industry by attending various seminars and workshops as approved to promote personal and professional development.
9. Participate in various meetings and functions held by other departments of the NEW ORLEANS & COMPANY and support such as Business After Hours to interact with and support member companies.
10. Provide various services for conventions in town such as brochures, etc. in order to supply attendees with visitor information to promote repeat business.
11. Perform other responsibilities or special projects as assigned.

**Education and/or Experience:**

Associate degree or equivalent from two-year college or technical school; and three to five years related experience and/or training or equivalent combination of education and experience

**Computer Skills:**

Must be proficient in Microsoft or similar. Knowledge of spreadsheets and database programs, desired.

**Language Skills:**

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of the organization.

**Mathematical Skills:**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret graphs.

**Reasoning Ability:**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instruction furnished in written, oral, diagram, or schedule form.

**Physical Demands:**

While performing the duties of this job, the employee is regularly required to sit; and use hands to finger, handle or feel objects, tools, or controls; reach with hands and arms; and talk or hear. The employee is required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and depth perception. Must be able to travel by airplane and operate a vehicle.

**Work Environment:**

The working environment is typical for an office and does not require exposure to difficult or hazardous conditions. This position will require some travel including overnight stays.

**Disclaimer Statement:**

The above is intended to describe the general content of and requirements for performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements and does not imply a contract.

**Responsibility for Work of Others:** 1 (one) - Sales Coordinator

*New Orleans & Company provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, or status as a covered veteran in accordance with applicable federal, state and local laws. New Orleans & Company complies with applicable state and local laws governing non-discrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.*