

POSITION SUMMARY: Sales and Service Manager

The Sales & Service Manager plays a critical role to the Visit Oakland Sales & Service department. This position requires a talented individual who can handle a variety of responsibilities listed below, as well as other sales related projects.

You are a high energy, positive and self-motivated individual who is just as comfortable jumping on a plane for a sales trip as you are being in the office developing a proposal for a client. You have superb communications skills, are innovative in your sales approach and are the ultimate team player. You can adapt easily to change and thrive on creating collaborative and productive relationships with partners, customers, and internal team members. This is a position for a seasoned sales professional. It is a great opportunity for someone who is a relationship builder and likes to work in a fast-paced environment.

The Sales & Service Manager is organized, personable, creative, and has an aptitude for problem solving. It will be someone who thrives on multi-tasking, managing and overseeing projects, as well as day-to-day administrative duties. This role requires a flexible schedule in order to participate in local, industry networking and Visit Oakland related events that in some cases include evenings and weekends. The Sales & Service Manager will serve as a backup and represent the Visit Oakland Sales Team when the Director of Sales cannot attend events.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Sales & Service Manager role offers an opportunity to help grow and develop Oakland's share in the group, leisure and corporate markets in unison with the exciting new growth that is taking place in Oakland. This role is responsible for generating room night bookings for Oakland hotels, developing client base, organizing Visit Oakland's presence at trade shows, and curating personalized experiences for clients' on-site tours and Familiarization Trips (FAMs).

Lead Generation: Produce group business leads for the hospitality industry. This is accomplished through proactively soliciting new business through sales missions, prospecting, Familiarization trips, newsletters and trade shows, as well as servicing calls received by Visit Oakland.

Tradeshows Management: Sign up for tradeshows, represent Oakland on show floor, collect and distribute leads to Oakland hotel partners, manage booking cycle and reports ROI.

Relationship Building: Maintains good relationships with existing clients in the market as well as develops new relationships. Develops relationships and builds partnerships with area businesses, attractions and hotels relative to the client's needs

Business Development: Identifies and develops new market opportunities to pro-actively target.

Customer Service: Acts as liaison between meeting planners and industry partners.

Familiarization (FAM) Tours: Manages all arrangements associated with site visits and FAM tours of Oakland.

CRM Management: Maintains client database, lead tracking and oversees conference servicing requests.

Reporting: Produces monthly, quarterly, and annual reports documenting sales activities, lead generation, definite room night bookings and other sales related goals.

Best Practices: Stays up to date on industry best practices, standards, and benchmarks by, but not limited to, reading publications and attending events.

Strategic Planning: Evaluates sales trends, competition, and economic/business conditions; recommends modifications in sales program/strategies.

Budgets: Manages expenditures within budgetary requirements.

Industry Participation: Serves on industry committees and boards when appropriate as well as maintains membership in local, state, regional, and national industry organizations.

QUALIFICATIONS

- Bachelor's degree in business, hospitality, or a related field.
- Minimum of two years of experience working in the hospitality industry (can include internships)
- 7 years in sales hospitality managerial position may be substituted for above requirements.
- Strong computer skills, including mastery of Microsoft Office with an emphasis on Excel and Customer Relationship Management (CRM) software
- Excellent analysis, tracking and reporting abilities
- Superb oral and written communications skills
- Flexible work environment
- Available on weekends and evenings as needed
- Valid Driver's license
- Familiarity with Oakland as a meetings destination is necessary
- Ability to collect, retain, stay abreast of and communicate current Oakland and industry trends
- Efficient to work with minimal supervision and guidance
- Ability to clearly communicate with the Sales Team when the Director of Sales and President & CEO are traveling.
- Thrives in a fast-paced environment

PREFERRED QUALIFICATIONS

- Previous experience in hotel sales or hotel event management, including meetings and conventions or significant experience working at a convention and visitors bureau or other similar travel industry organization
- DMO and Simpleview experience a plus

- Background of working in hospitality sales for the San Francisco Bay Area Market
- Involvement with hospitality industry organizations

HOW TO APPLY

Please indicate computer programs you are proficient in and submit your resume, cover letter and three professional references to jasmin@visitoakland.com