



SALES MANAGER JOB DESCRIPTION

OVERVIEW

The Olympia Lacey Tumwater Visitor and Convention Bureau (VCB) is seeking an organized, outgoing, creative self-starter to contribute to the success of our sales team with direct sales efforts. This position will help attract and support group business for Thurston County in the form of meetings, conventions and sports events with an emphasis on sports event sales.

ABOUT THE VCB

Our team of zealous destination marketing professionals are as passionate about the Thurston County community as we are about our belief in the power of travel to change the world. We work day in and day out to strengthen the region's economy by developing meaningful experiences and promoting travel to vibrant Thurston County.

We are a small team with a big mission, which means this isn't a job for the faint of heart. We're looking for a savvy sales professional who's not afraid to work hard, take on new challenges and laugh a lot along the way.

PRIMARY RESPONSIBILITIES

- Proactively prospect, qualify and maintain group sales leads for partner hotels, venues and services for assigned markets; refer and confirm booked business for appropriate partners
- Respond to inbound phone and email group sales inquiries for venue and other service requests; refer and confirm booked business for appropriate partners
- Enter group sales information into CRM database and set appropriate traces for follow up with clients
- Distribute group sales leads through CRM database
- Collect proposals and prepare destination bid packages
- Provide conference/hospitality services support for confirmed group bookings in Thurston County to include Visitor Guide provisions, VIP amenities, pre- and post- tour suggestions and other business referral services
- Serve as point of contact for annual Sports Awards event; assist planning team as needed
- Coordinate quarterly meetings with Sports Commission Advisory Committee (SCAC)
- Participate in industry trade shows
- Participate in VCB-supported community events
- Participate in VCB sales missions and client familiarization tours
- Compile monthly reports in alignment with Destinations International reporting standards
- Provide travel counseling and answer questions about region
- Assist with other projects as assigned by Director of Sales

EXPERIENCEOLYMPIA.COM

T (360) 704-7544

2424 Heritage Ct. SW Suite B, Olympia, WA 98502

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QUALIFICATIONS

- High school diploma/GED or equivalent required
- College degree in Hospitality, Sports Marketing, Communications or Business preferred, 3 years of experience in a sales environment in lieu of higher education may be acceptable
- Proficiency in Microsoft Office (including Outlook, Word, Excel and Power Point) and internet search engines
- Familiarity with Customer Relationship Management (CRM) databases a plus
- Demonstrated ability to build relationships
- Excellent communications and customer service skills
- A thorough understanding of email and phone etiquette
- Ability to foster teamwork and communicate through problem solving
- Proactive, anticipatory work style
- Excellent time-management and ability to plan and manage several projects and events at once with an attention to detail
- A working knowledge of Thurston County as a destination for visitors and an enthusiasm to learn more
- Flexibility to work evenings and weekends
- Must have a valid driver's license and reliable transportation
- Ability to lift and move 20-40 lb. boxes

THE SMALL PRINT

Full-time, salaried position. Compensation DOE. Position reports to Director of Sales. Open until filled.

HOW TO APPLY

To apply, email cover letter and resume to Jeff Bowe, Director of Sales, at jeff@experienceolympia.com, subject line: Sales Manager, Full Name. No phone calls please.

The Olympia – Lacey – Tumwater Visitor and Convention Bureau (VCB) provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, VCB complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities.

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