

Visit Pensacola
Job Description for Destination Sales Manager

Job Title: Destination Sales Manager
Reports To: Director of Destination Sales & Services/President & CEO
Department: Sales
Status: Salaried Exempt, Full Time, VP office

Summary: Develop and manage annual sales plan for all group markets including meetings, reunions, sports and leisure travel. Serve as primary contact for sales efforts to generate leads for hotels, meeting venues, and Visit Pensacola Partners. Direct the efforts of the Partner Relations Manager to acquire new Partners, maintain existing Partnerships and maximize investments in sponsorships and advertising opportunities.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Develop and direct annual sales plan in conjunction with Director of Destination Sales & Services or President/CEO.
- Sustain ongoing, tangible evidence of market penetrations utilizing all sales tools and techniques.
- Establish sales policies and procedures designed to maximize revenue.
- Develop and manage metrics for the sales, Partner visits, calls and Partner conversions.
- Contribute to booking pace; establish specific annual room night goals; solicit association meeting and convention business through a variety of methods including sales trips, attendance at trade shows and site inspections.
- Manage and update client, hotel, and venue information in CRM. Communicate with sales directors of hotels and strive to understand hotels' sales strategies through regular meetings
- Maintain relationship with Partners; ensure Partner investment level privileges are represented to planner and conference participants.
- Develop new ideas and concepts for Visit Pensacola (VP) clients.
- Notify Partners when opportunities are available to participate with VP at events.
- Develop annual budget and ensure adherence to stay within the budget.
- Follow and achieve target sales goals.
- Strategize with other departments to generate revenue for Visit Pensacola programs.
- Review and reinforce sales messaging at Visitor Information Centers (VIC) for consistency in VP branding.
- Prepare and execute all required reports timely and accurately. Maintain records of bookings. Assist in tracking and monitoring growth within market segments.
- Participate as a representative at various meetings, receptions and events during regular business, evenings and weekends as required both locally and out of market.
- Attend off-site events such as welcome receptions, pre-convention meetings, press conferences, ribbon cuttings and other social community events to grow partnerships and spread VP goodwill.
- Maintain contact with travel & tour professionals via phone; email and sales calls to tour and travel professional within target markets.
- Assist travel planners as needed with itineraries, accommodations, etc.

- Distributes sales leads via extranet, email, etc., and maintain good working relationships with local tourism partners; must have knowledge of their properties, products, etc.
- Maintain membership in tourism-related professional organizations and attend major industry tradeshows on behalf of Pensacola. Maximize trade show results through the use of pre and post-show communications.
- Assist tourism officials at the state and regional level in elevating tourism awareness for Pensacola; develop new strategies to promote Pensacola to the leisure travel market.
- Coordinate local FAMs and Site tours.

Supervisor Responsibilities for the Partner Relations Manager position to include:

- Coordinate with Finance and Partner Relations Manager to compile reports, invoice partners, and ensure timely collections.
- Promote DMO partnership models to initiate partnership sales.
- Ensure DMO database is properly maintained to foster partner development.
- Monitor past due partner invoices and follow up with Finance department.
- Work closely with Visit Pensacola departments in development of advocacy program.
- Provide reports to management and Board regarding Partner programs.
- Collaborate on overall sales strategy, research, and client-base development.
- Utilize CRM to track communication involvement and participation with partners.
- Coordinate advertising sales for Visit Pensacola channels like the website, events, email distributions, and Insider guides.
- Develop plan for partners to utilize Visit Pensacola partner benefits.

Provide high quality professional service to clients to fulfill needs effectively and efficiently demonstrating credibility, trust and support.

Improve processes and policies in support of organizational goals, maximize output, adherence to rules, regulations and procedures.

Individual should be a hard worker, team player, problem solver, flexible, people person, self-starter, demonstrate initiative and strong communication skills.

Other duties as assigned.

Career Ladder: This position could lead to the Director of Sales & Service position within VPI or a like sales position at a larger DMO or business.

Competency:

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Team Work - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed; Recognizes accomplishments of other team members.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

Bachelor's degree (B. A.) from four-year College or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

Language Ability:

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Math Ability:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability:

Ability to apply common sense understanding to carry out instructions furnished in written, oral,

or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Word Processing software; Spreadsheet software; Payroll systems; Project Management software and Database software.

Certificates and Licenses:

No certifications needed

Supervisory Responsibilities:

This position has supervisory responsibilities for the Partner Relations Manager.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must occasionally lift and/or move up to 50 pounds. While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand; walk; climb or balance; stoop, kneel, crouch, or crawl and taste or smell.