

Experience Rochester Sales Manager Job Description

About Experience Rochester

Rochester's Minnesota Convention and Visitors Bureau, known as Experience Rochester (Corporation), was recently re-imagined and redefined into a Destination Marketing Organization responsible for the sales, marketing, and management of the Mayo Civic Center (MCC). The Corporation serves as a leader, convener, and collaborator for destination marketing and the visitor experience while driving sales efforts and management of the MCC. Under the guidance of the President, Experience Rochester is seeking to fill the position of **Sales Manager**.

Reports To: Director of Sales

Salary Range:

\$50,000-\$55,000 plus performance incentive of up to 20% of annual salary

Benefits:

401(k) contribution, medical, vision, dental insurance, paid time off, 11 observed holidays, short-term, long-term disability, life insurance

Overview:

The Sales Manager is responsible for developing and executing strategic sales initiatives that position Rochester and the Mayo Civic Center as a premier meetings and conventions destination. This role manages a portfolio of assigned markets and accounts, cultivates relationships with meeting planners and industry partners, and identifies opportunities to attract meetings, conventions, and events that drive economic impact and revenue for the community.

Working under the direction of the Director of Sales, the Sales Manager exercises independent judgment in developing sales strategies, identifying prospective opportunities, and representing Rochester within the national meetings and conventions marketplace.

Job Description:

The Sales Manager is a hospitality sales professional responsible for managing assigned accounts and target markets, identifying strategic business opportunities, and securing meetings and conventions that align with the goals of Experience Rochester and the Mayo Civic Center.

This role focuses on developing long-term client relationships, representing the destination within the meetings industry, and executing market-based sales strategies that contribute to organizational sales goals and economic impact objectives.

Essential Duties & Responsibilities:

- Manage and grow a portfolio of assigned accounts and strategic prospects within designated markets.
- Develop and implement sales strategies designed to attract meetings, conventions, and group events to the Mayo Civic Center and the Rochester destination.

- Identify and pursue new opportunities within target industries and associations that align with the sales objectives.
- Build and maintain long-term relationships with meeting planners, event organizers, and industry partners.
- Represent Rochester and the Mayo Civic Center at industry trade shows, conventions, and sales missions to cultivate new business opportunities.
- Lead client presentations, destination pitches, and site visits that showcase Rochester as a meetings destination.
- Negotiate event opportunities and guide clients through the booking process in collaboration with Mayo Civic Center leadership and partners.
- Work collaboratively with the Director of Sales and internal teams to align market strategies with overall organizational goals.
- Maintain knowledge of industry trends, competitive destinations, and emerging meeting market opportunities.
- Develop strong partnerships with local hotels, venues, and community stakeholders to support group business attraction.
- Support initiatives that enhance Rochester's competitiveness as a meetings destination.
- Provide input on market trends and opportunities to inform future sales strategies.
- Maintain accurate account records and sales activity within the organization's CRM system.
- Perform other duties as assigned by the Director of Sales.

Qualifications & Requirements:

- Demonstrated ability to develop and maintain professional relationships within the meetings, hospitality, or tourism industry.
- Strong interpersonal, presentation, and negotiation skills.
- Ability to manage multiple accounts and priorities while working independently.
- Strategic thinker with the ability to identify and pursue new business opportunities.
- Strong organizational and communication skills.
- Willingness to travel and attend industry events as required.
- Ability to represent the organization professionally within the meetings and conventions marketplace.

Education/Experience:

- Bachelor's degree in hospitality, tourism, marketing, business, or a related field preferred.
- Three to five years of sales, account management, or hospitality industry experience preferred.
- Experience in destination marketing, convention sales, or hotel sales is highly preferred.