

## **JOB POSTING / POSITION DESCRIPTION**

### **Visit Salt Lake**

**Job Title:** National Sales Manager, Eastern Region

**FLSA:** Full-time, Exempt

**Reports to:** Managing Director of Sales

**Department:** Sales

#### **Primary Responsibilities**

Promotes and sells Salt Lake as a meeting destination with focus on groups that use a single hotel/resort, with 201 - 1,500 attendees

#### **Job Duties**

- Generates hotel/resort bookings from all vertical market segments.
- Creates and maintains client base, develops and sustains professional relationships with clients.
- Solicits business through telemarketing, personal calls, e-mail, site inspections, attendance at tradeshow / industry events, and bid presentations.
- Identifies high probability accounts through investigative research.
- Maintains contact with planners during, and directly after their meetings to solicit for repeat business.
- Develops a strong working knowledge of all hotels/resorts, attractions, and services in the area.
- Maintains an awareness of competitors' products and promotion, and industry issues that influence sales.
- Maintains accurate information and current documentation of sales activities in CRM, or other designated database.
- Shares supervision responsibilities of Convention Sales Assistant.
- Other duties as assigned

#### **Working Relationships**

Reports directly to the Managing Director of Sales. Works closely with meeting planners, hotel/resort sales staff, Visit Salt Lake staff and supplier members.

#### **Qualifications**

- Four year degree from an accredited academic institution, or minimum of four years hospitality industry sales or related experience.
- Understanding of hospitality/tourism industry required.
- Strong and consistent ability to prioritize activities within specific time guidelines and to handle multiple responsibilities within a specific time frame.
- Skills in account management, direct sales, and sales presentations.
- Must possess excellent written, oral, and grammatical communication skills
- Willing and able to work evenings, weekends, and holidays based upon client and office demands.

- Must be willing and able to travel.
- Good working knowledge of computers; Microsoft Office software, and general office equipment. Experience with Simpleview CRM and EmpowerMINT a plus.

### **Application**

Submit cover letter, resume, and salary history/requirement to:

Steve Gertsch: [hr@visitsaltlake.com](mailto:hr@visitsaltlake.com)

***Final candidates will be subject to a background and reference check. E/O/E***