

**Title:** Sales & Services Specialist  
**Reports to:** Senior Director of Sales, Visit South Bend Mishawaka

The Sales & Services Specialist is responsible for generating group business across assigned market segments while delivering exceptional services support for all confirmed events. This role combines proactive sales outreach with high-quality event servicing to ensure client satisfaction, strong community partnerships, and repeat business.

**Essential Functions**

- Cultivate and maintain relationships with planners and organizations interested in event packages for retreats, conferences, and overnight stays. Conduct proactive outreach, prepare proposals, negotiate agreements, and manage CRM activity.
- Collaborate with the Senior Director of Sales on sales strategies, pacing goals, and market trends.
- This role is accountable for generating a minimum of 2,500 room nights annually
- Coordinate welcome tables for incoming groups.
- Provide dining recommendations/collateral and assist with local hospitality arrangements.
- Arrange community leader welcome addresses when appropriate.
- Coordinate press releases from appropriate staff.
- Coordinate signage needs for all sales managers.
- Serve as liaison between clients and internal teams for seamless event execution.

**Skill Requirements/Considerations:**

- Resourceful, well organized, dependable and detail oriented.
- Manages multiple tasks and have good time management skills.
- Excellent computer software and database skills.
- Good communications skills both verbal and written.
- Good interpersonal skills to work effectively as a team member and with industry partners.
- Proficiency in use of Office Suites software.
- Requires occasional lifting of 25 pounds or less.
- Position requires initiative, confidentiality, diplomacy, and good judgment.
- Overnight travel may be required (less than 25%).



# VISIT SOUTH BEND

MISHAWAKA

## Education/Work Experience:

- Preference for a four-year degree from an accredited institution
- CMP, CSEE, or CDME credentials preferred
- Three to five years of sales experience at a hotel, DMO, or attraction/venue

## Additional Information

- Full time, exempt position (paid every two weeks)
- Monday to Friday, 8 a.m. to 5 p.m.
- Occasional weekend/evening work for meetings, events, site visits, etc.
- Hybrid opportunity with up to two days remote work available, pending managerial approval, per week

## Pre-Employment Requirement

- Visit South Bend Mishawaka is a drug-free workplace and requires a pre-employment drug screen for any individual offered a position

To apply, please submit a cover letter and resume to Becky Fletcher, Senior Director of Sales, at [bfletcher@visitsouthbend.com](mailto:bfletcher@visitsouthbend.com) on/by December 5, 2025. Review of applications will begin immediately. Anticipated start date is on/by January 5, 2026.

