

Title: Sr. Sales Manager
Reports to: Senior Director of Sales, Visit South Bend Mishawaka

The Sales Manager proactively identifies and attracts meetings and conferences that drive hotel room demand across partner properties. As a destination expert, the role showcases the destination's lodging options, meeting venues, and local experiences to position it as the preferred location for multi-day events. Success is measured by room-night impact, qualified lead generation, and overall contribution to destination sales goals.

Essential Functions

- Develop and maintain strong relationships with corporate planners, third-party planning firms, executives, and administrative teams in assigned market segments; promote affordable event packages.
- Position the destination as the preferred location by highlighting hotel variety, meeting infrastructure, accessibility, entertainment, and value.
- Conduct FAM tours and coordinate site inspections.
- Monitor industry trends and competitive destinations.
- Attend industry events and networking functions to increase visibility and drive leads
- 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 8,000 room nights annually
- Collaborate with Services team to ensure exceptional group experiences.

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%).





Education/Work Experience:

- Preference for a four-year degree from an accredited institution
- CMP 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 on/by December 5, 2025. Review of applications will begin immediately. Anticipated start date is on/by January 5, 2026.

