



JOB DESCRIPTION

Title: Group Sales Manager
Compensation: DOE
Status: Full Time, Exempt Position
Reports To: Director of Group Sales

SUMMARY

The Group Sales Manager, under the leadership of the Director of Group Sales, will be responsible for selling Vancouver-Clark County as a desirable meeting/convention destination resulting in positive economic impact. The Group Sales Manager is responsible for solicitation, qualification, lead generation, and the booking (and re-booking) of meeting and conventions through direct personal sales calls, cold calling, direct mail, familiarization tours, site visits, on-line promotions, bid proposals and trade show participation, etc. Qualified applicants for the Group Sales Manager must have a minimum two years of successful sales experience, hospitality sales preferred.

OVERVIEW OF DUTIES/RESPONSIBILITIES:

- Research, qualify and manage prospective business opportunities and actively develop and solicit convention and group business with overnight rooms for bookings into Vancouver- Clark County hotel properties and venues.
- The Group Sales Manager will be responsible for maintaining relationships with local hotels, venues, meeting planners, association contacts and other related representatives.
- Generate leads; prepare bid proposals; coordinate and conduct bid presentations, and host destination site tours on behalf of Visit Vancouver.
- Create and maintain on-going maintenance of CRM with new and qualified accounts and client communications.
- Meet with organizational executives, planners and committees to assist as necessary in the selection of Vancouver-Clark County as a convention destination. Organize, plan and facilitate solicitation trips and site inspections; coordinate meetings between clients and Visit Vancouver partners.
- Participate in industry trade shows and conventions; schedule, coordinate and conduct sales blitzes for specific market.



OVERVIEW OF DUTIES/RESPONSIBILITIES (continued):

- Achieve Visit Vancouver sales goals by actively seeking new conventions and meetings with overnight business and establishing a foundation of repeat business.
- Evaluate competition destinations and properties, understand sales trends, and market to be effective in business development goals.
- Submit ideas to further the exposure of Visit Vancouver to meeting planners, through publication ideas, trade show recommendations, client opportunities, sponsorships.
- Instill a sense of collective energy within tourism/hospitality community; ensuring that the group is proactive and effective in developing meeting opportunities for the region.
- Represent Visit Vancouver in a professional manner to the industry, clients, community partners and the business community at all times.

REQUIREMENTS/MINIMUM QUALIFICATIONS:

- 2+ years of successful sales experience, hospitality sales preferred
- High School diploma or GED equivalent required; college degree preferred
- Ability to work a minimum of 40 hours per week, additional hours as necessary on evenings and/or weekends
- Ability to travel to tradeshow and/or sales trips as required
- Ability to learn office procedures, methods, and current computer software and equipment
- Exceptional customer service skills with a track record of exceeding expectations
- Skilled in professional communications including verbal, written, telephone and social media etiquette
- Ability to prioritize and organize work effectively resolving workload issues
- Ability to understand the organization and operation of Visit Vancouver and of outside agencies as necessary to assume assigned responsibilities
- Ability to interpret and apply organizational/ and departmental policies and procedures



REQUIREMENTS/MINIMUM QUALIFICATIONS (continued):

- Ability to independently prepare correspondence with appropriate English usage, spelling, grammar and punctuation
- Ability to type at a speed necessary for successful job performance
- Excellent sales, communication and presentation skills
- Ability to establish and maintain cohesive working relationships with those contacted in the course of work
- Skilled in personal and professional organization and time management
- Must possess a current and valid driver's license and reliable presentable vehicle

WORKING CONDITIONS:

This position requires the ability to perform those activities to complete the essential functions of the job, either with or without reasonable accommodation. The position requires continuous and/or frequent talking, repetitive motions of hand/wrists, hearing, and handling. Mental activities required by the employee in this position include decision making, interpersonal skills, teamwork, creativity, customer service, use of discretion, problem analysis, negotiation, and the ability to perform math and to read, write, speak and understand English. Required physical activities can include frequent keyboard fingering, talking, repetitive motions of hands and wrists, sitting, hearing and lifting, pushing, pulling, and carrying objects up to 35 pounds.

SALARY:

DOE

Position will be open until filled. Qualified applicants only. Candidate confidentiality will be maintained. To apply, please submit a resume with cover letter to lyocabel-dibble@visitvancouverwa.com.