



Group Sales Manager

Reports to: Director of Sales & Marketing
Department: Sales & Marketing

Full Time Position

JOB Overview:

The Group Sales Manager is responsible for assisting in the overall execution of the Von Braun Center's sales initiatives for the convention, conference and tradeshow markets. The Group Sales Manager will also work with the client on rates and terms of the contract. The Group Sales Manager should have strong verbal and written communications skills, the ability to manage several tasks simultaneously, be self-governed and self-motivated. The Group Sales Manager is an intricate part of the sales team and is expected to recognize the value and benefits of teamwork. Open lines of communication within the team are vital to its success and that of the Von Braun Center.

Essential Functions:

- Performs related work as assigned by Director of Sales & Marketing.
- Meets specified goals and objectives for venue usage by promoting the convention center to all potential clients; conducts venue tours; answers questions and provides information regarding venue services, policies and procedures; and assists clients in finalizing booking arrangements.
- Primary sales contact for all groups within assigned market(s).
- Set appointments and make outside calls to potential clients.
- Make solicitation calls, assist with promotions and direct mail activities.
- Researches, identifies and establishes the appropriateness of groups for the venue.
- Maintain a positive image in the community by being involved in industry specific activities and those of our clients and potential clients. Will require travel 3-5 times per year as required by assigned market(s).
- Prepare event contracts, sales folders, sales kits and correspondence to clients.
- Enter and maintain complete and accurate information into EventBooking.
- Participates in the development of marketing materials as applies to assigned market(s).
- Provide assistance and staff support to the Director of Sales & Marketing.
- Prepare and deliver verbal presentations to groups of various sizes.

- Identify marketing avenues that would be beneficial to assigned market(s) and the overall goal of the Von Braun Center.
- Perform other duties as assigned

Qualifications:

- Bachelor Degree from an accredited college or university. Experience combined with some college.
- 2-3 years experience within the hospitality industry in any capacity that allows for clear understanding of overall importance of sales staff.
- Communicate clearly and concisely, both orally and in writing.
- Strong computer skills in Windows environment, MS Office applications, and Adobe products.
- Ability to work a flexible schedule including nights, weekends and select holidays as required, in addition to normal business hours.
- Ability to travel as is required by assigned market(s).
- Self- motivated with strong organizational skills