**Golden Isles Convention & Visitors Bureau (CVB)**

**Job Title:** Group Sales and Services Manager

# Reports To: CEO

# Date: April 1, 2021

**Job Description SUMMARY:**

The Sales and Services Manager is a dynamic leader who actively participates in achieving the goals of the department and the CVB. Responsible for developing and implementing long and short-term sales strategies, projections, and budgets to ensure achievement of annual goals. Manages social, sports, wedding, tour and travel group leads. Follows-up on information requests through the website and other inquiries that pertain to group sales. Facilitates sales through partners and assists with developing strong working relationships with lodging facilities, various businesses, and vendors. Attends trade shows and participates in or leads FAMs (familiarization trips or tours), as approved. Assists with special events and other projects, as requested. Leads by example and maintains the highest standards of excellence in the Company and amongst fellow employees.

**Position Description**

**Planning**

* Assists in establishing and implementing goals, projections, and budgets for the department.
* Develops, coordinates and implements strategies leading to the preparation and presentation of bids and proposals to ensure future bookings.
* Takes an active interest and role in the promotion and generation of income for tourist vendors and plans and creates promotions geared at increasing business.
* Plans and coordinates direct sales calls, sales blitzes, Familiarization Tours, site inspections and tradeshows that will showcase the area as a destination for meetings.
* In conjunction with Marketing Department, produces annual sales/marketing plan, outlining specifics sales and marketing objectives and priorities for participation in tradeshows, FAMs, etc.

**Sales**

* Sells, provides leadership, collaborates, and takes responsibility for the sales and services efforts and achievements.
* Actively promotes the use of the Golden Isles area as a convention, meeting, seminar, weddings, trade shows, sports and motorcoach destination through personal contact, telephone calls, direct mail, sales blitzes, and industry trade shows.
* Identifies, recruits, and encourages guests affiliated with various regional, national, and international organizations to hold current and future meetings in the Golden Isles area.
* Participates in Golden Isles familiarization tours or trips and sets up same for travel writers, VIPs, magazines, etc., as approved.
* Creates and hosts a Sports Summit that will convene local sports partners. Seeks their input and ideas for positive impact to local businesses and venues.

**Follow Through**

* Responds to RFP’s (Request for Proposals) and makes presentations to sporting event customers interested in bringing their competitions to the Golden Isles (This includes site/facility selection, housing requirements, negotiating rates, securing sponsors, etc.).
* Maintains contact with the sporting event rights holder during their event to make sure that everything is implemented to their satisfaction with the anticipation of repeat business.
* Monitors the preparation, follow-up action, and assesses the effectiveness of all sales/services programs. Recommends follow-up actions and changes.

**Communication and Outreach**

* Informs organization/association executives of the type and extent of service provided by the CVB.
* Invites key decision-makers to the Golden Isles for site visits and familiarization tours, in conjunction with appropriate staff members and partners.
* Works with County/City Recreation, College and school system departments to coordinate events and facility rentals.
* Communicates clearly, positively and professionally with staff members and community.
* Participates in weekly staff meetings to convey departmental activity and to request input/ideas to assist the department.
* Spearheads the CVB’s bi-monthly meeting with the county’s hotels/motels and other lodging facilities.

**Reporting and Information**

* Prepares and distributes weekly, monthly, quarterly comprehensive sales reports – narrative, excel spreadsheets, and graphs.
* Maintains accurate and up to date files on accounts through the CRM system and data base, including entering new leads, traces, service requests, room & revenue pick up, correspondence, maintenance, follow-ups, etc. in a timely basis.
* Tracks sales traffic by month/ year as well as year over year comparisons.
* Helps to develops and maintain an inventory of hotels, meeting facilities, attractions and sports facilities.
* Updates booked business calculations on Destination Marketing Association International Event Impact Calculator (DMAI).

**Training & Development**

* Maintains a well-informed working knowledge of all hotels, attractions and services, both public and private available in the area and develops and maintains a close working relationship with sales staff at all facilities.
* Maintains an awareness of competitor (other communities) offerings, promotions and industry issues that influence sales by establishing a rapport with other CVB representatives, reviewing convention trade publications, etc.
* Represents the CVB at selected and targeted industry meetings and trade shows and follows-up on leads generated at these functions.
* Maintains memberships and actively participates in meetings, conferences and trade shows related to the position.

**Position Requirements**

**Education and Experience**

* Bachelor’s degree or equivalent experience in an area related to sales with hospitality sales emphasis, preferred.
* Minimum of four years of experience in a sales leadership position with a CVB, hotel or related travel industry organization, preferred.

**Knowledge, Skills, and Abilities**

* Ability to interact tactfully and professionally with businesses, guests, board members and the public.
* Ability to read and interpret documents such as safety rules, operating and maintenance instructions, accounting documents and procedure manuals.
* Ability to create routine reports and correspondence via use of word processing, spreadsheet, and other software applications.
* Ability to speak effectively before guests and employees of organization.
* Ability to calculate figures and amounts such as discounts, commissions, percentages, and payments. Ability to apply concepts of business math.
* Ability to define problems, collects data, establish facts, and draw valid conclusions.
* Ability to communicate in a positive, clear, concise manner.
* Ability to develop and implement effective sales programs; reach goals; and organize annual sales efforts.
* Ability to work independently.

**Other Relevant Aspects of Position**

* Requires overtime and varied hours and travel for meetings, trade shows, etc. Weekend work and irregular hours may be necessary, other duties as assigned.
* Ability to travel by air, drive a vehicle and maintain a valid driver’s license throughout employment.

**Physical Demands**

* Typical office environment.
* Ability to properly and safely lift 30 pounds to waist height.

# Note: This position will be compensated through base salary and potential sales and performance related bonuses. Full-time benefits will also apply. If interested and qualified, please submit a resume and cover letter to [goldenislesjobs@gmail.com](mailto:goldenislesjobs@gmail.com).