



## Description

Develop and generate qualified leads for lead subscriber members to accomplish the mission of increasing group business in the Myrtle Beach area.

## Title

Meeting & Convention Sales Manager

## Essential Functions

- Meet and exceed individual minimum performance standards for leads and definite room nights.
- Sell by phone, face to face and electronically, the features and amenities of our destination, including the benefits of utilizing the services of the CVB to existing and new association and corporate market group business prospects.
- Coordinate and attend appropriate market segment trade and other related shows and events.
- Support the Myrtle Beach Area Chamber of Commerce's mission statement: to *promote, protect and improve*.
- Maintain ongoing knowledge of industry changes and trends through ongoing educational opportunities provided at trade shows and events and webinars.
- Maintain ongoing knowledge of local area attractions and meeting and convention hotel properties.
- Maintain knowledge of our destination's competition.
- Proficiency in SimpleView CRM system, Microsoft Outlook and Word and Excel.
- Complete reports accurately and timely as specified by management.
- Assist in the development of market strategies, promotions and activities.
- Develop ongoing and productive business relationships with sales managers of member businesses involved in the group market.
- Assist in meeting planner/tour operator site inspections, familiarization trips and sales blitzes.

## Required Knowledge

- Bachelor's degree in marketing or a related field, minimum of two years of experience in group sales with proven sales skills and results.
- Travel flexibility necessary.
- Ability to delegate appropriate duties to the CVB assistant sales manager.
- Excellent verbal and written communication skills.
- General knowledge of computers and basic office procedures.
- Self-motivated and high-energy individual.
- Strong knowledge of local area attractions and meeting and convention properties.
- High level of professionalism.
- Superior telephone etiquette and hospitality skills.
- Multiple-tasks oriented with meticulous attention to detail.
- Excellent organizational skills.
- Positive demeanor and a team player.

Competitive salary and benefits package. Send resume to [mbaccjobs@visitmyrtlebeach.com](mailto:mbaccjobs@visitmyrtlebeach.com). Incomplete submissions will not be accepted; accepting resumes until the position is filled. We are an EOE, drug and alcohol-free workplace.