

## **Job Description**

### **Director of Group Sales**

#### **Summary:**

This position is responsible for generating group leads and definite room night production, through solicitation of all market segments for the Crystal Coast (Carteret County, NC). The position will also have oversight and provide support to all group sales initiatives. Experience and skill level should have an emphasis on the solicitation and booking of desired markets such as faith based, social and reunion group markets. The position supports additional staff efforts to solicit sports, association and corporate business.

The Crystal Coast offers a unique mix of 85% vacation rentals and 15% hotel accommodations, requiring a creative, skilled sales person to solicit and book unique groups and events that would increase our use of all lodging types. Act as a primary point of contact for relevant segment sales activities including trade shows and direct sales initiatives. As a small, efficient operation, we operate in a team environment; therefore, it is necessary that all staff of the Crystal Coast Tourism Development Authority works closely together and, in many cases, share operational responsibilities. This leadership position must share in this culture and lead by example.

#### **Essential Duties and Responsibilities:**

- Meet and/or exceed minimal performance standards for leads and definite room nights to support the organizational mission;
- Prospect in the form of telephone, digital, appointment and tradeshow solicitation of groups, events and conventions to identify viable customers that generate group leads and definite room nights;
- As sales team is developed, position is responsible and accountable for meeting core work criteria and sales initiatives as defined in the action plans and marketing plan and achievement of overall sales goals;
- Generate leads, submitting them to relevant area businesses. Follows up in a timely fashion to ensure customers received requested information and address any questions, concerns or needs of the customer;
- Develop action plans that are target-specific, thorough, and quantifiable. Contribute to the marketing plan and budgeting process as it relates to group sales;
- Provide customers with requested information from lodging and other suppliers;
- Responsible for attending industry trade shows, both local and out of town, conduct site inspections, conduct in-person sales calls, participate in FAM trips and direct sales initiatives. Represent the Crystal Coast at board meetings, and at any community events/functions and networking opportunities pertaining to group sales;

- Create and maintain a file on each organization/group, obtaining history and needs. Build and maintain relevant database of clients, local venues and services, lodging contacts and relative partners;
- Comply with all company policies and procedures;
- Perform any other duties, functions and responsibilities as assigned.

**Basic Qualifications:**

- Bachelor's Degree in Business Administration, Management, Tourism or related field is desired;
- Minimum of 7+ years' experience in the hospitality industry with specific background in hotel or CVB sales strongly preferred;
- Experience with the formal bid process, proven sales skills as they relate to sourcing new business, qualifying customers, lead development and exceptional follow-up, sales presentations and networking skills;
- Must be familiar with the meetings industry (Faith-based and Social/Reunion are a plus) and experienced with using assessments, rate negotiations, special deals, rebates and other negotiating tools;
- Must have superior customer service skills with the ability to communicate at all levels;
- Must be highly motivated, detail oriented and capable of handling multiple tasks at any one time as well as a proven track record of working independently;
- Ability to supervise and evaluate the work of others;
- Skilled in developing and delivering clear and comprehensive oral, written and electronic reports/presentations with minimal assistance;
- Proficient in Microsoft Office products;
- Strong organizational skills inclusive of the ability to execute and manage productivity and tracking reports;
- Willingness to work irregular hours and travel out of town to trade shows and meetings required. Must have a valid NC Drivers License.

**Interested candidates should forward their cover letter, resume and salary requirements. NO PHONE CALLS PLEASE.**