

Tourism Sales Manager Job Description

Report to: Executive Director

Job Summary: Plan, organize, and execute sales efforts and actively promote Natchitoches Parish as a tourism destination including conventions, meeting, seminar, sports and motor coach through personal contact, telephone calls, direct mail, sales blitzes and industry trade shows that will generate an increase in overnight stays.

Degree of Supervision: Weekly staff meetings or individually as needed. Annual performance appraisal by Executive Director.

Responsibilities:

- Receive and facilitate all group, meeting & special event inquiries.
- Report on Hotel/Motels, Events Center, and other entities to compile and maintain monthly report on group visits, conferences and special events and calculate economic impact for each group, conference, special event.
- Assist travel agents, planners and special events with on-site registration, area information, etc.
- Maintain and update information in our Group Tour Manual and Business profile.
- Assist Director and Marketing Director with newsletters and updates to groups and travel planners.
- Maintain a database of Group Operators, Travel Planner, and Group inquiries.
- Organize and plan group FAM tours and site inspections.
- Attend sales missions, trade shows, meetings, etc. relative to promotion of Natchitoches Parish as requested by the Executive Director.
- Responsible for all follow-up to travel planners, itinerary planning and leads.
- Responsible for programs to reach travel agents, planners, and individual visitors through travel shows, blitzes, and personal contacts.
- Maintain calendar coordinated with all entities regarding groups, meetings and special events in regards to the number of rooms being occupied.

- Maintain an on-going log of daily activities.
- Prepare monthly and annual reports on sales, services activity and performance and insure timely submission.
- Meet with hotels/motels/attractions to keep informed of new products/services offered.
- Establish specific goals and track performance.
- Other activities as necessary directed by the Executive Director.

Qualifications: Bachelors degree from an accredited four year college in the field of HMT, Marketing, Public Relations, History or Geography or any combination of education and experience to equal three years related experience.

Special Knowledge: Extensive knowledge of the principles and practices required in tourism planning services. Considerable knowledge in the fields of advertising, marketing, public relations, and business administration. General knowledge of office procedures. Must be available for travel. Considerable knowledge of Louisiana history and geography. Must have good writing and oral communication skills.

Status: Full Time-exempt