



VISITROSWELLGA.COM
CONVENTION + VISITORS BUREAU

The Roswell Convention & Visitors Bureau - Visit Roswell - is currently hiring for a Group Sales Manager. The ideal candidate will possess a high level of energy, enthusiasm, creativity and aggressiveness in the market. Additionally, the candidate should be able to think on his or her feet, be resourceful, and possess the ability to switch-task throughout the day. This candidate should also demonstrate excitement for and expertise on a destination nationally recognized for its growing dining scene, retail establishments, parks system and breweries, as well as its historic assets.

Job Functions:

- Generate demand and secure contracts for the SMERF, corporate, and association markets for Roswell's 11 hotels + special events venues
- Prospect new clients and pioneer new business relationships
- Attend trade shows individually to generate RFPs for group business and film production opportunities
- Distribute and respond to leads generated using the Customer Relationship Management system; regularly update and maintain CRM system
- Respond quickly to film production leads, including support in the beginning stages of the location scouting process
- Serve as the liaison between production companies and City of Roswell on film permitting, logistics, and closures
- Assist in the production and distribution of sales collateral and promotional items
- Offer new marketing and sales ideas, particularly where they apply to group business and film production
- Engage with hotel and community partners. Communicate on a consistent basis with hotel staff
- Attend industry networking events to represent Visit Roswell and serve in volunteer or leadership capacities
- Lead the coordination of site visits, FAM tours, client receptions, workshops, and location scouting opportunities
- Manage the request and fulfillment of group servicing for welcome bags

Qualifications:

- Preferred minimum of three years in tourism/DMO, hotel or association sales or management
- Bachelor's Degree in tourism, hospitality, marketing or business
- Proficient use of Microsoft Office programs; experience with industry-related CRM systems preferred
- Ability and willingness to travel locally and nationally to events and trade shows, as well as work occasional nights and weekends (15%)

Benefits:

- Competitive medical, dental, and vision insurance coverage
- Retirement plan, with employer contribution
- Personal time off and paid holidays
- Personal development as approved by executive director
- Professional memberships as approved by executive director
- Annual performance incentive opportunity available for meeting goals

Please send resume and cover letter to Andy Williams, CMP, TMP, at ASWilliams@RoswellGov.com.
Resumes will be reviewed beginning April 15, 2019.

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770-640-3253

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