Sales Manager
Convention & Visitors Bureau (CVB)

CVB/3
Reports to: CVB Executive Director

Salary Grade: 18
Job Code: CVB/03

FLSA Status: Exempt
Date: April 1, 2018

JOB SUMMARY

This position is responsible for the sales function for the Convention and Visitors Bureau (CVB).

ESSENTIAL FUNCTIONS

- Produces sales leads and converts leads into bookings.

- Responsible for prospecting/cold calling.

- Initiates RFP's as needed.

- Prepares and presents bid presentations.

- Attends CVB monthly Board Meetings and Hotel Meetings.

- Attends trade shows as required.

- Maintains relations with hotels, optional meeting sites, and all services related to industry.

- Works with Sports Associations to coordinate tournaments.

- Contributes information for updating social media sites.

- Maintains and updates database of group travel, meeting planners, and sports contacts.

- Maintains membership in professional associations and attends monthly meetings.

- Performs related duties.

KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of tourism industry and sales principles.

- Knowledge of CVB operations.

- Knowledge of Microsoft Office products, Photoshop Creative Suites, Microsoft Publisher, or similar programs.

- Knowledge of social media: Facebook, Twitter, YouTube, and other social media.

- Knowledge of local attractions, activities, and contacts.

- Skill in making successful presentations.

- Skill in problem solving.

- Skill in prioritizing and planning.

- Skill in interpersonal relations.

- Skill in oral and written communication.

- Ability to work both independently or collaboratively, depending upon nature of project.

- Ability to work under pressure dictated by event schedules and project timetables.

- Ability to work cooperatively and collaboratively in a workplace of dignity and respect.

SUPERVISORY CONTROLS

The CVB Executive Director assigns work in terms of general instructions. The supervisor spot-checks completed work for compliance with procedures, accuracy, and the nature and propriety of the final results.

GUIDELINES

Guidelines include City and department policies and procedures. These guidelines are generally clear and specific, but may require some interpretation in application.

COMPLEXITY/SCOPE OF WORK

- The work consists of related sales and administrative duties. Frequent interruptions contribute to the complexity of the position.

- The purpose of this position is to sell Peachtree City as a destination for meetings, conventions and conferences, as well as leisure travel with specific emphasis placed on sports, association, fraternal, and religious events. Successful performance contributes to the effectiveness of department operations.

CONTACTS

- Contacts are typically with coworkers, elected and appointed officials, business leaders, community leaders, and members of the general public.

- Contacts are typically to exchange information, resolve problems, and provide services.

PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed while sitting at a desk or table or while intermittently sitting, standing, or stooping. The employee occasionally lifts light and heavy objects.

- The work is typically performed in an office and outdoors, occasionally in cold or inclement weather.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

None.

MINIMUM QUALIFICATIONS

- Knowledge and level of competency commonly associated with completion of a baccalaureate degree in a course of study related to the occupational field.

- Sufficient experience to understand the basic principles relevant to the major duties of the position, usually associated with the completion of an apprenticeship/internship or having had a similar position for one to two years.

The qualifications listed above represent the credentials necessary to perform the essential functions of this position. To be successful in this position, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this position.