

## THE CLASSIC CENTER

### JOB DESCRIPTION

**DEPARTMENT:** Convention and Visitors Bureau: Sales

**JOB TITLE:** Sales and Services Manager

**FLSA STATUS: Exempt  
40 Hours Per Week**

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#### **GENERAL DESCRIPTION:**

The primary task of this position is to increase the economic impact of the group market, whether tour or meetings/conventions, on the Athens community. Primary emphasis will be placed on attracting overnight visitors. This position will be directly responsible for all elements of social sales and conventions services. An emphasis will be placed on facilitating the CVB's housing program for groups. Position reports to Director of Sales

#### **TYPICAL WORK ROUTINE INCLUDES, BUT NOT LIMITED TO:**

##### **Under the guidance of the Director of Sales:**

1. Meet or exceed all sales and marketing goals and objectives as outlined in the Program of Work, as well as manage the programming and execution of said plan.
2. Prospect to identify viable customers in assigned markets based on sales goals. Create and maintain a file on each organization/group, obtaining history and needs. Trace potential accounts with goal of booking business (overnight emphasis). Maintain a database of relevant contacts.
3. Coordinate hotel accommodations for single-property events and leads generated from Classic Center staff.
4. Work/partner with local organizations to promote Athens.
5. Develop new product in form of itineraries, packages, and more for both individual leisure travelers and convention attendees. Customize for group tours as requested.
6. Manage accounts as instructed by the Director of Sales.
7. Provide administrative support to the Sales Managers and Director of Sales.
8. Generate leads and submits these leads to the requested Athens businesses / suppliers. Follows up to ensure that the customer has received requested information and to see if there are any questions or concerns.
9. Assist other sales managers as a clearinghouse for assigned market/account bid presentations.
10. Provides the client with requested information from lodging and other suppliers, when appropriate in the form of a proposal, which should meet the expressed and unexpressed needs of the client in an unbiased, consultative, and timely fashion.
11. Coordinate Athens' participation in various consumer and trade shows.

12. Attend quarterly CVB advisory board meetings, bimonthly CVB staff meetings, and other meetings as requested.
13. Organize and assist in the implementation of familiarization tours of Athens.
14. Inform local hospitality businesses of upcoming conventions and events.
15. Serve as back-up for walk-ins and incoming phone calls.
16. Perform other duties, functions, and responsibilities as assigned.