



Job Description

Position:	Group Sales Business Development II
Reports to:	Vice President/Interim Director
Direct reports:	N/A
Execpt/Non-Exempt:	Exempt
Salary:	Commensurate with experience.

POSITION OVERVIEW:

Promotes and sells Bryan College Station as a meetings, convention and event destination; achieves specific lead and room night goals as assigned; liaison between Experience Bryan College Station (ExpBCS) and Texas A&M faculty, staff, development councils, deans, colleges and related organizations and associations within the energy and mobility industry segments.

SALES:

- Implements the ExpBCS Destination Marketing Plan initiatives.
- Represents ExpBCS at tradeshow, meetings, marketplaces, sales missions and functions.
- Develops and delivers verbal and written presentations to clients and stakeholders.
- Focuses sales effort on high yield markets utilizing the Brazos County Expo Complex, Texas A&M University Preferred Access Agreement facilities, and other community facilities that require multiple hotel guest lodging capacity.
- Works closely with facilities and hotels to prepare and present bids to organizations to book events.
- Maintains a strong presence in assigned markets and other areas as needed through one-on-one sales calls and sales programs such as sales blitzes, client events, and involvement in organizations such as Meeting Professionals International and Texas Society of Association Executives to constantly build and strengthen relationships with meeting planners.
- Builds and strengthens relationships with key people at Texas A&M University – including, but not limited to, Department Heads, Advisory/Development Councils, Preferred Access Facility Managers, etc., within the energy and mobility industry segments including TEEX, TTI, etc.
- Identifies, builds relationships, and maintains database of key speakers / experts at Texas A&M to leverage as selling tools to entice organizations to hold their meeting in BCS.
- Identifies, builds relationships, and maintains database of new clients within the energy and mobility industry segments.
- Focuses on “Backyard Marketing” efforts utilizing local members of state, regional or national organizations to “Bring it Home.”
- Plans, coordinates and host both inbound and outbound client events and other sales programs (phone blitzes, sales blitzes and other events) to bring events to Bryan College Station, concentrating on low hotel occupancy times.

- Creates and maintains client database and documents all sales activity utilizing ExpBCS software.
- Solicits and coordinates hotel and facility cost projects and organizes bid packages for meeting planners' consideration.
- Achieves room night goals of leads generated and definite room nights.
- Develops and maintains professional relationships with clients through tradeshow participation, networking, direct mail, telephone, digital campaigns or personal sales calls to promote Bryan College Station.
- Develops focused account selling strategy; determines competitor business and pursues accordingly.
- Continuously builds database through solicitation of potential new clients.
- Conducts follow up on leads received from trade shows and other sources, and responds to requests by sending/delivering requested information and assisting with special requests.
- Attends pre- and post- convention meetings and maintains ongoing communication with clients during their events/meetings.
- Performs required number of sales calls each week / month.
- Develops, coordinates and conducts site visits with clients showcasing facilities and attractions in Bryan College Station.
- Works with Servicing Team to coordinate, plan and host Quarterly Hotel Sales Meetings.

RESEARCH & DEVELOPMENT:

- Sustains ongoing, tangible evidence of market penetration utilizing all sales tools and techniques.
- Develops and directs annual ExpBCS destination marketing plan in conjunction with the Vice President/Interim Director.
- Submits monthly, quarterly, and annual reports to the Vice President/Interim Director.
- Submits annual ExpBCS sales budget proposal to Vice President/Interim Director, outlining promotion and sales direction for upcoming year.
- Works with Marketing Department to develop appropriate sales tools and pertinent marketing materials to attract organizations to hold their meetings and events in Bryan College Station.

BRYAN COLLEGE STATION PUBLIC RELATIONS:

- Stays abreast of tourism issues in Bryan College Station.
- Serves as a spokesperson for ExpBCS in the community.
- Represents ExpBCS at all sales, service and networking related functions locally and in the market area of responsibility.
- Reinforces community stakeholder unity.
- Attends partner events to maintain strong industry ties.
- Performs other duties as required and assigned.

BACKGROUND AND EXPERIENCE:

- Degree from an accredited university in Hospitality, Marketing, Recreation, Parks, and Tourism, Public Administration, Business, or a related field of study (related experience may be substituted for up to four years of education on a year for year basis)
- Strong analytical skills to be able to determine quality of business and best suited business opportunities for Bryan College Station.
- Excellent organizational and oral and written communications skills
- Skill and ability to write and initiate marketing and budget plans.

- Strong consistent ability to prioritize activities within specific time guideline and to handle multiple responsibilities with a specific time frame.
- Knowledge of computer software, including Microsoft Outlook, Word and Excel.
- Ability to use office equipment such as fax machine, copier, scanner, etc.
- Ability to prioritize tasks and work in a fast pace environment.
- Frequent travel required.
- Some use of personal vehicle.
- Some evening and weekend hours.
- Ability to lift 50 lbs or more.

Please send resumes to:

Kindra R. Fry
Interim Director
Experience Bryan College Station
614 Holleman Drive East, Suite 1100
College Station, TX 77840

Or you may submit by email to:

Kindra@ExperienceBCS.com