
EMPLOYMENT OPPORTUNITY

Group Sales and Services Manager Visit Eau Claire

Eau Claire, Wisconsin



GROUP SALES AND SERVICES MANAGER

Visit Eau Claire (VEC) is currently recruiting qualified applicants to be considered for employment for the Group Sales and Services Manager position.

ABOUT THE ORGANIZATION

VEC is the Eau Claire Area's official destination marketing and management organization (DMO). VEC's mission is to effectively market the Eau Claire area as a destination for conventions, group tour, and leisure markets; to promote regional economic growth; to enhance the area's overall identity and image; to sell fun, promote fun, and most importantly -- Have FUN! VEC is also the parent organization for the Eau Claire Area Sports Commission (ECASC).

The organizational core values are foundational to the work of VEC and the expectation of all team members. These values shape what we do and the roles and responsibilities of all team members. The core values include:

- Teamwork
- Knowledge
- Commitment
- Productivity
- Accountability
- Political Awareness
- Future Growth and Visioning

ABOUT THE POSITION

The **Group Sales and Services Manager** is responsible for marketing the Eau Claire area as a destination for conventions and meetings of all sizes, working to direct this business toward assessed hotels and motels, and other partner firms. Additionally, the Group Sales and Services Manager is responsible for providing excellent client experiences through the communication and delivery of Visit Eau Claire programs. The Group Sales and Services Manager will report to the Director of Operations of Visit Eau Claire. This is a full-time exempt position, averaging 40 – 45 hours per week.

Visit Eau Claire is an equal opportunity employer and bases all employment decisions on merit, qualifications and competence.

IDEAL CANDIDATE PROFILE

RESPONSIBILITIES:

Group Sales:

- Generate leads of potential group sales candidates through phone, email, attending tradeshow, client site visits, familiarization tours and other strategies outlined in the group sales plan of work
- Provide sales goal reports while continuing to create strategies for goal achievement
- Participate in sales activities and meetings
- Utilize new and existing sales strategies to attract new groups to the Eau Claire area
- Point of contact between meeting planners, facilities and vendors
- Consistently offers professional, engaging, and friendly services working with hotel/motel sales personnel and industry partners to coordinate events and projects
- Remain knowledgeable about competitors and potential issues that would impact the ability to promote the Eau Claire area effectively
- Maintain communication with groups who are bringing their meetings and events to the Eau Claire area
- Assist group sales clients with local and state grant opportunities to help fund and enhance meetings and conferences in the Eau Claire area

Servicing

- Facilitate communication with groups and events to offer Visit Eau Claire services to help enhance and ensure successful events
- Coordinate Visit Eau Claire programs in support of meeting and convention programming
- Offer suggestions and assistance for groups looking for additional information including entertainment options, group tours, event speakers, spouse tours and any additional client requests
- Lead Visit Eau Claire servicing requests and coordinate the delivery/pick-up of these requests for groups
- Primary contact for coordination of all gift basket orders and requests
- Responsible for ordering and maintaining inventory for all gift basket promotional items

QUALIFICATIONS:

Knowledge and Education Required

- Four-year degree is preferred
- Candidate must possess prior experience in sales; specific sales experience in the hotel, attraction, group tourism, or meeting industry is preferred
- Sales Management experience is a plus

Skills Required

- Superior oral and written communication skills
- Excellent organization skills, planning ability, and time management
- Detail oriented
- Proficient in computer software and platforms, social media

Abilities Required

- Ability to achieve sales and services goals and develop professionally
- Ability to prioritize job duties
- Ability to handle multiple tasks at the same time
- Ability to work with those of differing age, race and gender
- Ability to utilize and maintain a working knowledge or the latest trends in technology
- Ability to build and maintain working relationships with clients

Accountabilities

- Maintain well informed working knowledge of events and activities in the Eau Claire area
- Personal commitment to excellence, professionalism and creativity
- Adhere to all organization policies and values
- Willingness to learn and embrace the organization's culture and industry
- Willingness to enthusiastically participate in organization-wide team activities
- Maintain positive stewardship of all organization resources

CHARACTERISTICS OF SUCCESSFUL VEC EMPLOYEES:

- Confident
- Genuine
- Team Player
- Honest
- Trustworthy
- Proactive
- Analytical
- Detail Oriented
- Problem Solvers
- Committed
- Reliable/Dependable
- Respectful
- Organized
- Competitive
- Motivated
- Decisive
- Fast-paced
- Able to Prioritize
- Flexible
- Willing to Seek Assistance
- Supportive
- Goal-Oriented
- Approachable
- Creative
- Resourceful
- Caring
- Community-Oriented
- Innovative
- Responsible
- Productive

APPLICATION AND SELECTION PROCESS

Visit Eau Claire has retained REALiving to manage the candidate screening process for its Group Sales and Services Manager search. REALiving is a full-service human resource service provider headquartered in Menomonie, Wisconsin.

Qualified individuals interested in being considered for the position are invited to apply by submitting a cover letter, resume and salary history to:

Marni Waznik, REALiving Consultant

406 Technology Drive East

Menomonie, WI 54751

MWaznik@REALiving.com

No phone calls please.

Deadline for application is Monday, May 19, 2017 at 5:00 p.m. CST.

For more information about Visit Eau Claire, please visit: <http://www.visiteauclaire.com>