



# POSITION DESCRIPTION

## Group Sales Manager

---

Reports To: Vice President

### Position Overview

Responsible for the promotion and selling of group tour and related meetings and conferences by achieving lead and room night goals by influencing respective meeting planners and local organizers. Works in a team environment and must perform in a reliable and confidential manner.

### Responsibilities and Duties

- Provides input in the preparation of the annual marketing/sales plan relative to responsible targeted segments
- Submits annual sales plan outlining activities by target segment and related budget allocations
- Provides ongoing tangible evidence of target market development and penetration utilizing all sales performance measures
- Generates hotel bookings from assigned market segments
- Telephones, visits or writes travel agents, tour operators, reunion organizers and other meeting planners to encourage them to consider the parish for events and meetings
- Maintains knowledge of JCVB members' properties and services through on-site visits and ongoing communication
- Attends convention/group travel and event tradeshow as required and evaluates their return value
- Follow up on leads received from tradeshow and other sources and responds to requests by sending/delivering requested information and assisting with special requests
- Maintains contact through direct mail, telephone, or personal sales calls with clients and potential clients within targeted markets
- Develops, coordinates and conducts group oriented FAM tours, sales missions, site tours, etc. for tour operators and group meeting planners
- Develops and implements a tracking and lead distribution system to evaluate the effectiveness of sales and promotional efforts
- Assists in the development of an advertising and public relations program targeting the group tour and meetings markets
- Primary duties to be executed with empathy, discretion, team judgment and high ethical standards



- Other duties as assigned by the Vice President

## Position Requirements

- Four year degree from an academic institution and/or minimum of two to five years tour and travel sales experience or equivalent combination
- Ability to deal effectively with potential clients, members and the public
- Professional appearance
- Consistent and reliable presence at work
- Strong and consistent ability to prioritize activities within specific time guidelines and to handle multiple tasks
- Ability to write and initiate targeted sales plans and related budgets
- Applied knowledge of computer software including Microsoft Outlook, Word, PowerPoint and Excel
- Ability to use required office equipment
- Frequent travel required
- Some use of personal vehicle
- Some evening and weekend hours required
- Ability to handle physical activity for extended periods of time such as computer work, keyboarding, telephone use, sitting and/or standing
- Ability to lift, push, or pull objects of 50 lbs. or more