



POSITION DESCRIPTION

Leisure Sales Manager

Reports To: Director of Marketing

Position Overview

Responsible to develop and/or maintain and implement programs, projects and activities, that sell and market the Jefferson Parish tourism brand through leisure travel trade and direct consumer awareness and sales. Works in a team environment and must perform in an efficient, reliable and confidential manner.

Responsibilities and Duties

- Co-develops and implements in conjunction with the Director of Marketing an annual leisure travel sales-oriented program aligned with destination strategic plan
- Submits the above sales plan with required budget allocations to the Director of Marketing and Vice President
- Works closely with the Digital Marketing Manager on all online leisure travel content needs and regional/feeder market programming
- Strong focus on attending and doing follow-up relative to leisure travel trade and/or consumer leisure-based travel shows
- Liaise and partner on appropriate programs with the Louisiana Office of Tourism, Louisiana Coast Tourism Coalition, Louisiana Travel Promotion Association, Louisiana Tax Free Shopping and Brand USA
- Identify and develop special interest/niche markets through themed itinerary development such as medical tourism, outdoor/nature and adventure travel, food tourism, etc.
- Liaise and/or partner with airlines and cruise companies on origin market inbound leisure visitor traffic programming
- Continued product development and marketing of Louisiana/Jefferson Parish Oyster Trail program including business plan in conjunction with the Membership Manager
- Investigate, develop and initiate a dedicated innovative visiting friends & relatives (VFR) program



- Full sales support to Family Gras and other best visitor potential Parish events
- Other duties as assigned by the Director of Marketing

Position Requirements

- Four-year degree from an academic institution and/or minimum of two to five years related leisure travel or tourism sales experience or the equivalent combination of education and experience
- Excellent writing skills including a command of grammar, usage and vocabulary
- Excellent word processing/typing
- Ability to deal effectively with current and potential members, clients and the public
- Professional appearance
- Strong and consistent ability to prioritize activities within specific time guidelines and to handle multiple tasks
- Ability to prepare and execute targeted sales plans and related budgets
- Applied knowledge of computer software including Microsoft Outlook, Word, Publisher, PowerPoint, Excel
- Ability to use required office equipment
- Frequent travel required
- Some use of personal vehicle
- 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