



Travel Juneau – Juneau, Alaska Convention Sales Manager

Job Title: Convention Sales Manager

Beginning Salary Range: \$54,000-\$57,000 (based on experience) w/benefits package

Work Schedule: Full-time, salaried/exempt

Reports To: President/CEO

General Summary

Under the direction of, and in collaboration with, the President & CEO, the Convention Sales Manager is responsible for selling Juneau, Alaska as a desirable convention and meeting destination. The CSM is responsible for the research, qualifying and solicitation of convention markets throughout Alaska and the U.S. via personal sales calls, phone calls, email, and tradeshow participation. Sales goals are set annually toward meeting a 3-year strategic goal. This is a non-commissioned position.

General Work Environment

Travel Juneau currently employs six full-time staff, two part-time, and two seasonal staff; regular staff work from our administrative office located at 800 Glacier Avenue in downtown Juneau in a business/business casual office environment. All full-time regular staff participate in periodic after-hours and weekend events, often assisting other staff.

PRINCIPAL DUTIES & RESPONSIBILITIES

Direct Sales

Prospect for new and re-occurring meeting business through the solicitation of associations, agencies, corporations and professional meeting planners in qualified markets to produce sales leads and definite bookings for Juneau's hotel properties and facilities.

Sales Initiatives

Implement the Convention Sales Marketing Plan, which includes direct sales calls in target markets, site visits, industry trade shows and other activities as designated. Plan and implement meeting planner events in both Juneau and Anchorage at least annually. Arrange and escort clients on familiarization (FAM) trips and site inspections, and coordinate meetings between clients and Travel Juneau partners. Prepare bid proposals; coordinate and conduct bid presentations on behalf of the community of Juneau. Plan and schedule targeted print and online advertisements in trade publications and websites; plan and schedule social media campaigns.

Stakeholder and Client Relations

Create and maintain solid working relationships with local hoteliers, elected officials, Centennial Hall staff, and other service providers. Meet with association or corporate executives, planners and committees to assist as necessary in the selection of Juneau as a convention destination. Provide additional planning and other client services as appropriate and requested (service after the sale).

Budget Preparation and Management

Work with President/CEO to prepare the department's annual budget and marketing plan. Maintain control of budget throughout the year to ensure all marketing dollars are spent and accounted for appropriately.

Database Management

Make full use of Travel Juneau's client relationship management (CRM) database to meet department sales objectives, communicate with clients, and maintain client accounts and meeting records. Prepare monthly reports to the Board of Directors from information in the database.

Website Management

Work with assigned office staff to maintain the Convention Sales portion of the Travel Juneau website, including the acquisition of fresh images and content as needed.

QUALIFICATIONS:

Academic – Candidates with a Bachelors degree (BA or BS) are preferred. At least five years of applicable work experience may substitute for the secondary education requirement.

Knowledge, Skills and Abilities - The CSM will have demonstrated sales success in a hotel or convention bureau setting (a minimum of three years), or have at least three years experience as a meeting planner for a state, regional or national association or corporation, or other applicable work experience. Must be proficient with MS Office, Google Docs and Drive, as well as presentation software. Experience with database and sales tracking software is preferred but not required.

Additionally, the CSM will demonstrate excellent verbal and written communications in English, and have excellent public presentation skills.

Personal Characteristics - Proven ability in cultivating and maintaining solid working relationships with widely diverse individuals, organizations, and groups. Must be friendly, good-humored, patient, organized, enthusiastic, and a self-starter.

Physical requirements - Must be able to lift and carry 50 pounds. Must have a valid Alaska driver's license and the ability to maintain a flexible work schedule that includes occasional early mornings, evenings and weekends. Must be able to travel independently several times per year both in and out of state via commercial airlines. Some work-related travel can be as many as 6 days long.

To apply, please send cover letter, resume and contact information for at least 3 professional references to staff@traveljuneau.com. No calls, please. Position is open until filled.