



Business Development Manager *Job Description*

Job Classification: Non-Exempt

Work Schedule: Monday through Friday, 8:00 a.m. to 5:00 p.m.; occasional evening and weekend special events

Reporting Relationship: Vice President of Sales

Visit Topeka Inc.'s Mission:

Increase tourism's economic impact on Topeka through destination development and brand management.

Visit Topeka Inc.'s Vision:

A trusted leader in the region known for innovative marketing and inspiring collaboration.

Visit Topeka Inc.'s Principles:

- To deliver a strong return on investment by increasing collections of transient and sales tax dollars.
- To attract new out of town visitors by developing new events and growing existing events.
- To increase the positive perception of the community by communicating Topeka as a great place to work, live, and visit.

Primary Accountability:

The Business Development Manager is responsible for growing and maintaining relationships within the Topeka community, primarily focused on the travel, tourism, and hospitality segments. The Business Development Manager is instrumental in assuring focused and productive communication with new and existing clients, external distributors, representatives and agents of incoming conferences, tradeshows, tournaments, and special events. A major responsibility of this role also includes working with partners to renew and sell new advertising space for the Visit Topeka annual visitors guide and website. This position must exhibit extensive knowledge about Topeka as well as friendly, outgoing, and professional traits.

Major Duties:

- Develops and leverages relationships with travel, tourism, and hospitality organizations.
- Acts as liaison between partner and all associates.
- On-going management of strategic partnerships.
- Maintains database of VTI partners.
- Conducts soft sales for Topeka visitor guide ads, website, and mobile app.
- Conducts sales calls and visits with existing clients to achieve department sales goals
- Works with the marketing team on the development of the annual visitors guide.
- Creates new benefits for local partners to strengthen relationships with the organization.
- Assists the sales team by managing schedules and overall distribution of sales materials.
- Provides sales and administrative support to the sales team.
- Supports the sales team in attaining sales targets.
- Tracks monthly attendance of Topeka attractions, museums and events.
- Prepares proposals, agreements, sales reports and presentations.
- Partners with sales team to assist in the development of the sales strategy.
- Assists sales team with service projects and research.
- Ensures professional and prompt communication with clients and visitors.
- Assists out of town guests with questions and provides information about the city of Topeka.
- Provides extensive knowledge and expertise on local and upcoming events, restaurants and hotels.
- Records messages legibly and completely.



- Makes telephone calls to specified individuals as requested
- Coordinates and attends quarterly “Know Your City” trainings to obtain knowledge and education on the city of Topeka.
- Participates in special VTI events.
- Performs additional duties as assigned.

Qualifications:

- High School Diploma or GED is required; some post-secondary education or training is preferred.
- At least two (2) years of sales experience is required.
- Strong computer and word processing skills, in particular Microsoft Word, Excel, and Outlook.
- Strong customer service skills with a “how can I please the customer” attitude.
- Strong organizational and time-management skills.
- Ability to compute basic mathematical calculations.
- Self-motivated individual.
- Ability to communicate clearly and professionally through both verbal and written skills.
- Ability to organize, multi-task, plan and set priorities with minimal supervision.
- Ability to work independently and in team settings.
- Ability to exercise good judgment with a strong attention to detail.
- Ability to work on a variety of tasks and to perform a variety of administrative duties, such as phoning, typing, word processing, emailing, filling, faxing, and processing paperwork.
- Ability to establish and maintain effective working relationships across all levels of VTI.
- Demonstrated poise, tact and diplomacy with the ability to handle sensitive and confidential information and situations.
- Commitment to the Topeka community expressed through active involvement.
- Passion for Topeka attractions and knowledge of community events.

Physical Demands:

- Sit or stand for extended periods of time.
- Read computer screens and mail, email, talk on the phone.
- Ability to unpack and move supplies up to 30 pounds.
- Attend events as required.

Work Environment:

- Professional and deadline-oriented environment in an office setting.
- Interaction with staff and clients.

Additional Duties:

Additional duties and responsibilities may be added to this Job Description at any time. The Job Description does not state or imply that these are the only activities to be performed by the employee holding this position. Employees are required to follow any other job-related instructions and to perform any other job-related responsibilities as requested by their supervisor.

Employee Signature

Date

Supervisor Signature

Date