

FRESNO/CLOVIS CONVENTION & VISITORS BUREAU	
Position Classification	
Job Title: Sales Manager	FLSA Status: Exempt
Department: As Assigned	Job Group: Sales
Reports To: Director of Sales	Salary Range: \$45,000-\$50,000

SUMMARY

Under the direction of the Director of Sales, to perform a variety of tour/travel duties, involving, development, coordination and implementation of sales markets and to strategize and identify, solicit, sell and promote Fresno/Clovis and the surrounding area in specified market territories and/or particular special interest groups, as a destination of choice for meetings, conventions, and other events. Market Fresno/Clovis as a meeting site to state, regional and national accounts via telemarketing and direct client contact; sales lead generation and follow-up; account documentation; execution of special marketing projects, including but not limited to: tradeshow participation, sales blitzes, association meetings/luncheons, familiarization trips and direct mail campaigns.

Prepares sales leads, proposals related to convention/meeting event sales including; managing accounts in conjunction with our partners, managing event clients, preparing and negotiating contracts, maintaining accounts and developing new short term business and perform other related duties as assigned. An incumbent may not be assigned all duties listed nor do the examples cover all duties which may be assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES *(include but are not limited to the following)*

Under the direction of the Director of Sales, maintain close working relations with area hotels, municipal facilities, and serves as liaison between the clients and these facilities; makes personal and telephone sales contacts to meeting planners in existing and new markets; and assists in planning and coordination of sales programs that will showcase Fresno/Clovis and the surrounding areas as a convenient and economical meeting location.

Meeting with established accounts, and attending trade shows, sales blitzes, and site tours. Prepare weekly plans for presentation to the Director of Sales and/or VP at the appropriate meetings for review and approval.

Keeps accurate and up to date files on all groups that have or may utilize area's meeting facilities; develops and initiates new accounts; promotes Fresno/Clovis and the surrounding areas as a convention destination and represents the Bureau for statewide meeting/convention related committees and organizations.

Knowledge and utilization of the database in maintaining leads; technology upgrades relative to industry trends and other related areas of department software. Meet goals and performance plan as established by the VP/CEO. Establish positive working relationships with representatives of community-based organizations, other agencies, management, staff and the public.

SUPERVISORY RESPONSIBILITIES

Exercises no supervisory responsibilities.

ESSENTIAL QUALIFICATIONS

Knowledge of:

General Office Operations, policies, and procedures.
Principles and practices in budget development and administration
Principles and practices of fiscal, statistical, and administrative data collection and report preparation.
Convention center operations and bureau/center relationships.
Negotiating and competitive opportunities.
Pertinent Federal, State, and local laws, codes, and regulations.
English usage, spelling, grammar, and punctuation.
Principles and practices of business letter writing.
Principles and procedures of record keeping.
Principles and practices related to current computer technology.
Strong customer service and business etiquette and basic principles and techniques used in dealing with the public.
Automated programs including word processing, spreadsheet, and data base applications.
Safe driving principles and practices.

Skill to:

Type at a speed necessary for successful job performance.
Operate a motor vehicle safely.
Represent the Bureau in a courteous, professional and service oriented manner.
Organize, prioritize, and multi-task.
Operate modern office equipment, including a computer and applicable software.

Ability to:

Perform responsible problem solving techniques.
Travel and represent the Bureau both locally, nationally, and internationally.
Be attentive to details and effectively communicate and approach new challenges with a positive attitude and enthusiasm.
Provide good organizational skills, multi-task in a fast paced environment, and have excellent verbal and written communication skills.
Promote strong communication and customer service skills.
Recognize competitive opportunities that will result in sales/bookings and the ability to negotiate terms appropriately.
Research, compile, analyze, interpret, and prepare a variety of fiscal, statistical, and administrative reports.
Interpret, apply, and explain pertinent Federal, State, and local laws, codes, and regulations.
Interpret, apply, and explain FCCVB programs, policies, and procedures.
Work independently in the absence of supervision.
Understand the organization and operation of the FCCVB and of outside agencies as necessary to assume assigned responsibilities.
Respond to questions from the public and FCCVB personnel regarding policies and procedures for the assigned area.
To work evenings, weekends, and holidays based on client and office demands.
Communicate clearly and concisely, both verbally and in writing.
Establish, maintain, and foster positive and harmonious working relationships with co-workers and clients.

EXPERIENCE AND EDUCATION GUIDELINES

Experience and/or Education:

Any combination of education and experience that has provided the knowledge, skills, and abilities necessary for a **Sales Manager**. A typical way of obtaining the required qualifications is to possess a Bachelors Degree from an accredited institution or the equivalent of five years of hotel sales and/or marketing experience. Strong background in communications, marketing and sales. Must be able to work well with the public, media, clients, and staff.

License or Certificate:

Possession of a valid California driver's license and the ability to be insurable under the FCCVB's automobile insurance plan at the standard rate.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The position requires prolonged sitting, standing, walking, reaching, kneeling, bending, and stooping in the performance of daily activities. Also required are grasping, repetitive hand movement, and fine coordination in preparing reports using a computer keyboard. Additionally, the position requires near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and personal service. The need to lift, drag, and push files, papers, and documents weighing up to 25 pounds is also required.

WORKING ENVIRONMENT

The work environment characteristics described are high volume and fast paced. Employee must have the ability to work with a diverse population and in a standard office environment. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.