CITY OF CONROE, TX

**JOB DESCRIPTION**

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

**Group Sales Manager**

**Department: Convention & Visitors Bureau**

**Pay Grade:** **321**

**FLSA Status:**  **Exempt**

**JOB SUMMARY**

*The main job function of Group Sales Manager is in promoting Conroe as a destination for conventions and group business. The Group Sales Manager is responsible for the development and complete oversight of all sales markets and all sales related initiatives. This position will include sales related travel throughout the year and development of new contacts, leads, and clients.*

**ESSENTIAL JOB FUNCTIONS**

* Maintain relationships with local hotels, restaurants and merchants to stay knowledgeable of businesses and amenities offered in Conroe
* Track all sales productivity and initiatives within the Simpleview CRM Database
* Development, oversight, and execution of itineraries and logistics for client site tours and group FAM trips
* Ownership of the incentive fund process including the organization and tracking of incentive funds offered to groups
* Set sales goals to reflect a year over year increase in leads/hotel room nights generated
* A deep understanding of the group business models, trends, and business opportunities
* Sell the destination by participating in tradeshows, establishing contacts, and developing relationships with prospects and by planning and conducting direct marketing and sales activities
* Generate quality leads - source and develop client referrals and sales proposals or bids
* Prepare sales action plans and strategies
* Make sales calls to new and returning clients
* Report sales initiatives to various groups including but not limited to Tourist Advisory Council and at quarterly hotelier meetings
* Must be able to maintain relationships with clients and community partners by providing support, information, and guidance
* Must be able to maintain sales activity records and provide timely reports
* Monitor competitors and market conditions
* Must be able to attend multi-day national and international tradeshows and events as needed and work some evening and weekend hours as required
* Ability to manage multiple tasks simultaneously
* Works well as a team and with minimal supervision
* Provide the highest quality of service to clients and visitors at all times
* Performs other related job duties as assigned

**QUALIFICATIONS**

**Education and Experience:**

* Bachelor's degree plus four years hospitality sales experience, or eight years hospitality sales experience

**Special Requirements:**

* Certified Meeting Planner (CMP) designation preferred or ability to begin certification within 1st year of employment
* Possession of a Valid Texas “Class C” driver license.

**Knowledge, Skills and Abilities:**

* Knowledge of principles and practices of sales including negotiation, influencing ability, and sales training preferred
* Ability to clearly and effectively communicate both orally and in writing, including the ability to give effective sales presentations to meeting planners and decision makers
* Skilled in current computer software (Microsoft Office, Word, Excel, Access, Outlook, PowerPoint)
* Experience with Cvent, and CRM platform such as Simpleview preferred

**Physical Demands**

The work is sedentary and requires the ability to exert up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Additionally, the following physical abilities are required: feeling, hearing, mental acuity, repetitive motions, kneeling, lifting, reaching, speaking, listening, visual acuity, and walking. Regular travel by airplane and automobile in conducting business is required

**Work Environment**

Work is performed where there are minimal hazards. Some work may take place out of office – traveling, working tradeshows, or onsite at local events.