

National Sales Manager

Fredericksburg Convention and Visitor Bureau Fredericksburg, TX

Job Details

Full-time Estimated: \$57.8K - \$73.2K a year

Qualifications

- Hospitality
- Sales
- Computer literacy
- Driver's License
- Bachelor's degree
- Computer skills
- Public relations
- Hotel experience

Full Job Description

FREDERICKSBURG

CONVENTION & VISITOR BUREAU

JOB DESCRIPTION

POSITION: **National Sales**

STATUS: Exempt

EDUCATIONAL AND EXPERIENCE REQUIREMENTS: Four-year college degree in hospitality management, tourism, marketing, advertising, communications or related field, with at least three years of recent CVB, hotel, or hospitality industry sales experience preferred. Significant industry experience may be considered in lieu of a college degree. Must be highly proficient in computer skills and technology, as well as digital marketing.

REPORTS TO: V.P. of Sales and Services

FUNCTION: To develop and implement sales programs that generate an increase in overnight accommodations business in Fredericksburg and Gillespie County. These programs will focus on creating mid-week business and to fill Fredericksburg's soft seasons. Sales activities will encompass the meeting markets including small Texas associations, corporate and incentive.

DUTIES and RESPONSIBILITIES: The National Sales Manager will have responsibilities in the meetings market as outlined below:

Meetings and Convention Markets

- Prospect and qualify group leads based on their ability to bring overnight business to Fredericksburg and Gillespie County.
- Solicit meetings market by promoting Fredericksburg through contact with association executives and corporate meeting planners on the regional, state and national levels.
- Assist in the creation of promotional materials for the meetings markets.
- Work with the FCVB President/CEO, the Director of Communications and FCVB advertising agency to create and place purchased media geared for the meetings market, as well as social media campaigns.
- Serve as liaison between local suppliers (i.e. hotels, caterers, attractions, etc.) and the client.
- Conduct personal sales calls on prospective meeting planners in key markets across Texas such as Austin, Houston, Dallas/Fort Worth, San Antonio and West Texas.
- Prepare written bids for prospective convention and meeting business.
- Conduct sales blitzes and public relations efforts necessary to stimulate sales and establish the FCVB as a resource to meeting planners.
- Produce a calendar of conventions and meeting bookings.
- Maintain files in the CRM for all group accounts.
- Oversee prospecting of leads from non-traditional markets (SMERF) for business during Fredericksburg's soft seasons.
- Participate in networking opportunities with meeting planners and association executives.
- Conduct site inspections with meeting planners and event planners.
- Exhibit at industry trade shows according to annual marketing plan.
- Maintain membership in professional organizations relating to meetings (such as MPI, TSAE, TACVB, etc.) as deemed appropriate by the Director of Group Sales and President/CEO.

General Activities

- Prepare sales objectives as part of the annual marketing plan and budgeting process.
- Make recommendations to the V.P. of Sales and Services regarding budget allocations needed to support sales efforts.
- Make recommendations to the V.P. of Sales and Services regarding group sales policies and procedures.
- Produce monthly reports on sales calls conducted, leads generated and qualified, and future business booked.
- Report lost business and the reasons why the business failed to book.
- Partner with local organizations and businesses to aid in the promotion of overnight meeting stays in Fredericksburg and Gillespie County.

- Work with vendors, service personnel and FCVB staff regarding technology issues.
- Maintain and update personal knowledge of new attractions, restaurants, shops, lodging options, meeting facilities, etc. in Fredericksburg and Gillespie County.
- Attend education events as budgeted to keep current on business trends affecting the tourism and the meetings industry.
- Aid in local awareness campaign of the FCVB to educate local officials and residents on issues relating to the tourism industry.

MEASUREMENTS:

- Percentage increase in lodging tax revenue.
- Number of leads generated, qualified, and contacted.
- Number of convention and meeting room nights booked.
- Number of convention and meeting room nights actually operated.
- Number of direct sales calls and appointments at tradeshow.
- Number of meeting site inspections.

RESPONSIBILITY and AUTHORITY:

The National Sales reports to the V.P. of Sales and Services of the FCVB. He/she is responsible for increasing overnight accommodation sales through all forms of convention and meetings business.

REQUIREMENTS:

1. Ability to lift and carry boxes up to 40 lbs.
2. Must be computer literate and internet savvy.
3. Must have a valid Texas driver's license.
4. Must have reliable transportation.
5. Must be able to travel overnight throughout the year. Air travel will be required.
6. Must be able to work some weekends and evenings as required.
7. Must have good social and public relations skills.
8. Must be proficient at both verbal and written communications.
9. Flexible, organized and outgoing personality.

SALARY RANGE: Salary is commensurate with experience.