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| Job Title: Visit Plano Sales Consultant | Date Created: 7/2019 |
| Department: Visit Plano | Date Revised: 3/2020 |
| Job Code: 2P1255 | FLSA: Exempt |
| Grade: GEN 026 |  |

**Summary of Duties:** Under general supervision, the Visit Plano Sales Consultant is responsible for soliciting and booking of meetings and conventions in the SMERF, Social, Military, Educational, Religious and Fraternal, markets in addition to the Government market. Thereby promoting economic growth in the City of Plano.

**Examples of ESSENTIAL JOB FUNCTIONS**

*Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

* Manages accounts through contacting potential clients to promote Plano as a destination maintains contact with previous clients to encourage repeat business; set appointments for marketing and promotional visits; makes presentations to groups; maintains a database of contact information.
* Attends and prepares for conferences and trade shows of industry organizations to improve connections with clients and potential clients; sets up trade show marketing materials and arrangements.
* Responds to client inquiries; generate informative leads for hotels and meeting facilities; produces individualized bid proposals; follows-up with clients to discuss options and continue through the bid process; books sales after the receipt of bid proposals; prepare event contracts.
* Schedules, plans, and conducts site visits of Plano hotels, meeting facilities, off-site venues, and attractions with general area overview to promote Plano as a destination.
* Reviews, develops, and creates advertising, marketing, and promotional materials.
* Assists with the development of the annual budgets and marketing plans; participates in setting goals and objectives for the division; prepares expense reports as appropriate.
* Regular and consistent attendance for the assigned work schedule is essential.

**Marginal Duties:**

* Performs other duties as assigned.

**Typical Decisions:** The incumbent must consistently evaluate all operational aspects meeting facility availability based on targeted markets, monitor activities and manage communication between Visit Plano staff & partners and potential clients. The incumbent must determine appropriate expenditures for budgeted funds and establish service-level priorities. The incumbent formulates goals and objectives,

**Minimum Qualifications:**

**Knowledge of:** Hospitality industry practices, marketing and sales, operations, and functions; marketing and sales strategies and resources; City of Plano attractions, restaurants, and activities; legal terminology as it relates to contract negotiation and adherence.

**Skill in:** Communicating effectively both verbally and in writing; operating a personal computer, standard software, and some specialized software; preparing written proposals; managing and prioritizing multiple projects and tasks; creating and maintaining networking opportunities and partnerships.

**Education:** Bachelor’s degree in Hospitality, Public Relations, or related field.

**Experience:** Two (2) years of experience in hospitality sales, hospitality management or event sales and coordination.

Any work related experience resulting in acceptable proficiency levels in the above Minimum Qualifications is an acceptable substitute for the above specified education and experience requirements

**Licenses and Certifications:** Texas Class C driver’s license (must obtain within 30 days of hire per state law).

**Conditions of Employment:** Must pass a drug test, driver license check, criminal history background check, periodic CJIS background check (for positions requiring access into Police buildings) and social security number verification check.

**Physical Demands and Working Conditions:** This is primarily an office classification in which standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds to assist in the set up and break down of events.

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

The above statements are intended to describe the general nature and level of work being performed and are not intended to be an exhaustive list of all responsibilities, duties and skills which may be required. The position also requires meeting the essential requirements of the Physical Demands and Working Conditions, with or without reasonable accommodation.