

**ASHEVILLE AREA CHAMBER OF COMMERCE
ASHEVILLE CONVENTION & VISITORS BUREAU**

JOB TITLE: Sales Manager, Sports & Other Assigned Markets

REPORTS TO: Assistant Vice President, Group Sales & Services

DEPARTMENT: Asheville Convention & Visitors Bureau

PAY STATUS: Exempt

PRIMARY FUNCTION:

Responsible for generating overnight lodging in Buncombe County through the sports and other group markets. Develops and implements sales strategies in collaboration with the Asheville Convention & Visitors Bureau sales team and the Asheville Buncombe Regional Sports Commission. Fosters relationships with clients and the Asheville area tourism community, including hotel partners and commercial and non-commercial sports and exposition venues. Performance is measured through established goals for outreach, lead generation, and room nights. The ability to travel is necessary.

JOB DESCRIPTION:

- Create and implement sales strategies in sports and other markets resulting in overnight hotel stays;
- Meet established group room night goal, lead goals, outreach goals and other established departmental goals and objectives;
- Act as official CVB representative in assigned professional travel associations and applicable committees;
- Coordinate, manage and execute special events related to group markets including individual and group familiarization trips, trade shows and marketplaces, sales missions and other sales enhancement events;
- Solicits, coordinates and prepares comprehensive bid packages in accordance with departmental procedures for planners' consideration;
- Maintain accurate records in the department's customer relationship management system;
- Compile statistical information for required reports and special projects, including reports detailing the effectiveness of completed initiatives and marketing efforts;
- Assist in coordinating and managing task forces formed as part of the departments program of work;
- Other duties as assigned.

JOB KNOWLEDGE / SKILLS / ABILITIES:

- A proven record of direct sales skills
- A commitment to delivering measurable results and achieving established goals
- Ability to organize and manage projects to successful completion
- Ability to work independently and complete job assignments on deadline and on budget
- Exhibit excellent written and verbal communication skills
- Strong presentation skills
- Ability to quickly create rapport with potential clients
- A demonstrated record of managing multiple tasks
- A dynamic and outgoing personality
- Ability to work in a collaborative team
- Ability to establish and maintain an effective working relationship with industry partners and the general public
- Experience using a customer relationship management database

EDUCATION OR EQUIVALENT:

Graduation from a four-year college or university with a degree in marketing, tourism or a closely related field. Valid driver's license. At least three years of direct tourism sales experience is required.

SUPERVISION RECEIVED:

This position works in the Group Sales & Services area of the CVB. While responsible for individual goals, the position works in a highly collaborative team environment to achieve shared departmental objectives and goals.

CONTACT WITH OTHERS:

Ongoing contact within the group markets requires professionalism and tact. Additional contacts include CVB and Chamber staff, Asheville-Buncombe Regional Sports Commission, local tourism businesses, members of the Chamber and the public at large.

CONFIDENTIAL DATA:

Position has access to management discussions, inter-departmental correspondence and database information considered confidential and would not be in the Chamber's best interest to disclose.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration ranges from slight to intense based on the work being performed. Position is subject to frequent interruptions which require varied responses.

While performing duties of this job, employee is routinely required to be mobile, sit, reach with hands and arms, talk and hear. The position requires visual acuity, manual dexterity, and good eye/hand/foot coordination, bending, lifting, and carrying of sales materials and literature and displays of 30-40 pounds.

ENVIRONMENT:

Works in a normal office environment.