

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

JOB TITLE: Sales Manager

REPORTS TO: Assistant Vice President, Group Sales & Services

DEPARTMENT: Asheville Convention & Visitors Bureau

PAY STATUS: Exempt

**PRIMARY FUNCTION:**

Responsible for generating overnight lodging visitation in Buncombe County through group bookings. Develops and implements sales strategies in collaboration with the Asheville Convention & Visitors Bureau sales team. Fosters relationships with clients and the Asheville area tourism community. Manages database to generate and track business. Performance is measured through established goals for outreach, lead generation, and room nights. Also manages sales initiatives to generate room nights through AAA.

**JOB DESCRIPTION:**

- Is the official CVB representative in assigned professional travel associations and statewide committees;
- Is responsible for meeting established group room night goal, lead goals, outreach goals and other established departmental and personal goals and objectives;
- Is responsible for domestic motorcoach sales and inquiry activities;
- Coordinates and manages special events related to group travel and AAA markets including individual and group familiarization trips, trade shows and marketplaces, sales missions and other assigned events;
- Is responsible for maintaining web content for the motorcoach pages;
- Schedules , coordinates and delivers destination education webinars targeting the group travel and AAA markets;
- Coordinates and manages details of the Tour and Travel Development Committee "TTDC" and any task forces formed as part of TTDC or the program of work;
- Processes routine matters independently, disposing of some personally and/or referring others to appropriate personnel;
- Prepares letters, memoranda, articles and materials related to the Department in accordance with standard policies;
- Enters, retrieves, updates and processes information in the Department database;
- Compiles statistical information for required reports and special projects;
- Prepares reports with information about the effectiveness of completed initiatives and marketing efforts;
- Provides information and written materials to the public in accordance with departmental procedures
- Other duties as assigned.

## **JOB KNOWLEDGE:**

Additionally, the candidate must possess:

- Established direct sales skills
- Experience using customer relationship database
- Good presentation skills and ability to quickly create rapport
- A commitment to delivering measurable results and a proven ability to manage projects to successful completion
- Excellent organizational and project management skills
- Proficient in data base management
- A pleasant and outgoing personality
- Ability to follow directions and receive feedback
- Excellent written and verbal communication skills
- A passion for the group market and the destination
- The ability to establish and maintain an effective working relationship with co-workers and the general public
- Ability to work independently, be a self-starter and complete job assignments on deadline and on budget
- Candidate must have a demonstrated record of managing multiple tasks.

## **EDUCATION OR EQUIVALENT:**

An Associates or a Bachelor's Degree is preferred or an equivalent combination of education, related experience or training is necessary for this position. At least three years of 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 team environment. Candidate must have a collaborative style working with other team members to achieve shared objectives.

## **CONTACT WITH OTHERS:**

Ongoing contact within the group markets requires professionalism and tact. Additional contacts include CVB and Chamber staff, 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.